

Timeless Luxury Arrives: Bellagio Welcomes The Newest Rolex Boutique To Las Vegas

[November 2024] – Bellagio unveils the newest Rolex boutique in Las Vegas, marking an elegant addition to the resort's distinguished retail collection.

Located adjacent to Bellagio's stunning Conservatory, the 3,400-square-foot boutique invites guests to explore the timeless artistry and prestige of the Rolex world in an unparalleled setting.

"Creating unforgettable guest experiences is at the heart of everything we do at Bellagio," said Ann Hoff, President & COO of Bellagio. "The addition of this new Rolex boutique will further elevate our offerings for discerning guests from around the world seeking the finest in luxury retail when they visit Las Vegas."

ONE BOUTIQUE, A WHOLE ROLEX WORLD

The sophisticated setting of the space promotes a sense of harmony, discretion and intimacy with the brand, highlighting the Rolex aesthetic and values. Excellence, precision and attention to detail emanate from the careful calibration of colors and patterns in the fittings and furnishings.

Floor to ceiling glass and green marble on the exterior of the boutique near the hotel entrance, create a beautiful ambiance for an exceptional introduction to the brand. Once inside, a striking custom stucco of the Fountains of Bellagio invites guests to experience the world of Rolex.

Elegant showcases lined with beige leather and finished with bronze trims accentuate the beauty of a selection of Rolex watches, underneath custom pendant lights in the shape of the Cyclops lens. Intimate seating areas offer a welcoming space to relax and explore the timepieces.

The dropped wood grid-patterned ceiling and the mixed texture of the walls, with fluted and smooth patterns in walnut, beige, green or brown-colored stone, highlight the important design elements that are fundamentally Rolex. Green walls and accents throughout the space further enhance the brand identity, drawing clients further into the Rolex universe.

ABOUT BELLAGIO

Inspired by the beautiful villages of Europe, Bellagio Resort & Casino overlooks a Mediterranean-blue, 8 ½-acre lake in which fountains perform a magnificent aquatic ballet. Award-winning dining including Prime Steakhouse and The Mayfair Supper Club, a world-class art gallery, the exquisite Conservatory & Botanical Gardens, the stunning performance of "O" by Cirque du Soleil, a sumptuous spa and salon and exclusive luxury shopping all work together to compose the symphony that is Bellagio. Bellagio is operated by MGM Resorts International (NYSE: MGM).

ABOUT ROLEX

AN UNRIVALLED REPUTATION FOR QUALITY AND EXPERTISE

Rolex is an integrated and independent Swiss watch manufacture. Headquartered in Geneva, the brand is recognized the world over for its expertise and the quality of its products – symbols of excellence, elegance and prestige. The movements of its Oyster Perpetual and Perpetual watches are certified by COSC, then tested in-house for their precision, performance and reliability. The Superlative Chronometer certification, symbolized by the green seal, confirms that each watch has successfully undergone tests conducted by Rolex in its own laboratories according to its own criteria. These are periodically validated by an independent external organization.

The word 'Perpetual' is inscribed on every Rolex Oyster watch. But more than just a word on a dial, it is a philosophy that embodies the company's vision and values. Hans Wilsdorf, the founder of the company, instilled a notion of perpetual excellence that would drive the company forward. This led Rolex to pioneer the development of the wristwatch and numerous major watchmaking innovations, such as the Oyster, the first waterproof wristwatch, launched in 1926, and the Perpetual rotor self-winding mechanism, invented in 1931. In the course of its history, Rolex has registered over 600 patents. At its four sites in Switzerland, the brand designs, develops and produces the majority of its watch components, from the casting of the gold alloys to the machining, crafting, assembly and finishing of the movement, case, dial and bracelet. Furthermore, the brand is actively involved in supporting the arts and culture, sport and exploration, as well as those who are devising solutions to preserve the planet.

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