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PRESS RELEASE

**Buy a watch in Switzerland in unprecedented privacy and luxury: together with Bucherer, the Victoria-Jungfrau Grand Hotel in Interlaken is launching its Watch Concierge service.**

For many guests from abroad, buying a new luxury wristwatch is as much a part of the tourist programme as travelling up to the Jungfrauoch, enjoying a fondue evening, or savouring a piece of Swiss chocolate. Guests at the Victoria-Jungfrau Grand Hotel no longer have to make a separate trip to the jeweller's – instead, they can book an appointment with the Watch Concierge by Bucherer and shop in the privacy of their own hotel room.

Interlaken, 4 October 2011 (IB) – Whether gold or silver, sports or elegant, with or without diamonds, the quality, precision and reliability of Swiss watches have been legendary all over the world for almost half a millennium. For tourists visiting the country, buying an elegant timekeeper is one of the must-dos. And for all those who prefer to choose their new piece of jewellery in the private surroundings of their hotel room while savouring the moment with champagne and canapés rather than in the shop itself among showcases and prying eyes, the Victoria-Jungfrau Grand Hotel & Spa in Interlaken has launched its in-house Watch Concierge in co-operation with Bucherer, the renowned and long-established jewellers. For a fee of CHF 400 the Bucherer experts will bring along to the guest's room or suite the watches previously discussed with the guest over the phone in accordance with their budget and requirements. Discretion and efficiency are therefore as guaranteed as the luxury shopping experience.

As General Manager Hans-Rudolf Rütli explains, guests are able to book the Watch Concierge up to five days prior to their arrival. They will then be contacted by phone by the Bucherer experts on site to find out more about the price range they have in mind and their preferred brands and design. "In the private setting of their room or suite, guests can enjoy a personal presentation of watches that genuinely match their criteria. That saves time and is probably the most luxurious way of buying a precious souvenir from Switzerland while enjoying an apéritif and five-star appetisers."

The Watch Concierge can be booked by all guests residing at the Victoria-Jungfrau Grand Hotel and Spa for a fee of CHF 400 including apéritif, irrespective of duration of stay and room category. The offer is available Monday to Saturday, and the jeweller's consultancy service can be provided in German, English or French. The Watch Concierge is also available on Sundays and in other languages on request.

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