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ToyWatch to open first U.S. location on Madison Avenue

New York City – Prudential Douglas Elliman's Retail Group said that ToyWatch, called First Lady Michelle Obama's favorite fun watchmaker, will open a store at 509 Madison Ave., between 52nd and 53rd Streets, in Manhattan.

The multi-level space is next to Cellini Jewelers and directly across the street from Tourneau. Other fashionable stores in the area include Links London, Officina Panerai and Dunhill.

Launched in 2005, ToyWatch is known for its multi-colored wristwatches in hundreds of playful styles. Described as the "anti-luxury statement" and a fashion forward obsession of Hollywood celebrities, the chronograph timepieces are sold worldwide and up until now only available at luxury department stores in the United States, such as Bergdorf Goodman, Neiman Marcus, Saks Fifth Avenue and Henri Bendel.



The store was leased by Faith Hope Consolo and Joseph Aquino of Prudential Douglas Elliman's Retail Group.