



VACHERON CONSTANTIN  
GENÈVE

“Classic with a Twist”

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- This year, Vacheron Constantin is celebrating the 100<sup>th</sup> anniversary of the American 1921 watch, a timepiece that has become a much-loved icon among collectors.
- The “Classic with a twist” exhibition pays tribute to a spirit in which technique and style converse in subtle harmony between the conventional and the atypical.
- Exhibition will be held in Vacheron Constantin ION Orchard Boutique from 8 to 26 August 2021.
- In addition, Vacheron Constantin Singapore is offering a complimentary client care service to all owners of the American 1921 residing in Singapore.

August 2021, Singapore – On the occasion of the 100<sup>th</sup> anniversary of the American 1921 watch, the “Classic with a twist” exhibition celebrates the creative freedom of Vacheron Constantin at the dawn of the 20<sup>th</sup> century. From the 1910s to the 1930s, Vacheron Constantin was particularly renowned for its extraordinary artistic effervescence. The wide range of different-shaped ‘form’ cases and special displays on show in this exhibition reflects an exciting chapter in the history of Vacheron Constantin.

“Classic with a twist” is first and foremost a story of freedom, the tale of a singular style that emerged in the context of the Roaring Twenties and the Art Deco movement through a daring variety of shapes, designs and geometrical figures: atypical shapes, strict squares and surprising lozenges, elegant cushions, as well as a few examples of special displays and off-centre indications. The “Classic with a twist” exhibition bears witness to the creative energy expended by Vacheron Constantin between 1910 and the end of the 1930s: an exhilarating period conducive to making daring moves, flouting convention and opening up to all kinds of stylistic fancies.

Considered an exclusively feminine accessory at the end of the 19<sup>th</sup> century, it was at the turn of the 20<sup>th</sup> century that the wristwatch began to conquer the hearts of men, won over by the functionality and comfort of keeping track of time on their wrists. True to its pioneering spirit, Vacheron Constantin showed an early awareness of the evolution in the art of wearing a watch by creating – in 1889 already – a ladies’ model on a bangle-type bracelet, probably the oldest wristwatch in the company’s heritage known to date. Thanks to the considerable progress made in the miniaturisation of its movements, Vacheron Constantin freely expanded its field of creative expression through an incredible variety of avant-garde designs. *Tonneau* (barrel), lozenge, rectangle, cushion, oval, curved or cambered silhouettes: through the choice of pieces on display, “Classic with a twist” reminds us that all the iconic case shapes we know today were created between the 1910s and 1920s.



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### Quintessence of an era

The stylistic abundance of the “Classic with a twist” exhibition illustrates Vacheron Constantin’s ability to capture the spirit of the times and the customs of its era. Above and beyond watchmaking, the exhibition reflects a way of life, the societal changes taking place at the dawn of the 20<sup>th</sup> century, as well as the evolving tastes and trends in clothing. It tells the story of the Roaring Twenties, the new-found sense of freedom and lightness, the artistic effervescence, the good life and the ebullient cultural world. It also traces the rise of the Art Deco movement and the appeal of a geometrical aesthetic that emerged in architecture as well as in art and watchmaking. Finally, it evokes the new spirit taking hold of Europe and the United States, a market in which Vacheron Constantin had developed strong ties from the outset, having been present there since 1832.

It was within this euphoric context that the Manufacture was one of the first to adopt the cushion shape. Between 1919 and 1921, it produced a few models intended exclusively for the American market. With its avant-garde design consisting of a cushion-shaped case, an atypical diagonal display and an offset crown, this rare timepiece particularly sought-after among collectors is celebrating its 100<sup>th</sup> anniversary this year. Unveiled on the occasion of the “Classic with a twist” exhibition, this original model is one of the most striking examples of the creative energy that the Manufacture has demonstrated throughout its existence.

### An American legend

Adopted by dandy drivers probably drawn to the possibility of reading the time diagonally without having to let go of the typically large steering wheel of 1920s cars, this legendary watch was also much appreciated by progressive personalities of the time. Among them was Reverend Samuel Parkes-Cadman. A clergyman and newspaper writer renowned for his fight for racial equality and against anti-Semitism, he was also one of the first to use radio to broadcast his sermons to millions of listeners. While on holiday in Montreux, he acquired two of the watches produced at the time, one with luminescent numerals and the other with black enamelled Arabic numerals. This original model is displayed in the “Classic with a twist” exhibition and is one of the most striking examples of the creative energy that the Maison has demonstrated throughout its existence, particularly at the dawn of the 20<sup>th</sup> century.



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### Watches in details

- **Barrel-shaped watch in 18K yellow gold, white enamelled bezel with Grecian frieze motif, Ref. 10347 - 1913**

At the turn of the century, the wristwatch gradually became an everyday accessory, potentially a piece of jewellery. The tonneau (barrel) shape naturally made its appearance thanks to its seamlessly integrated strap lugs and case. In 1913, Vacheron Constantin interpreted it with an 18K yellow gold case topped by a bezel adorned with a Grecian frieze motif in white enamel. The finely-grained silver-toned dial of this reference is punctuated by 12 elegant black enamelled Arabic numerals

- **Barrel-shaped watch in 18K yellow gold, welded “spider” lugs, Ref. 11445 - 1925**

In 1925, at the heart of the Roaring Twenties, Vacheron Constantin explored the *tonneau* (barrel) shape with singular boldness. The wrist was adorned with fanciful touches, as shown in this 18K yellow gold barrel watch flowing into welded “spider” lugs. An atypical style picked up on the silver-toned dial featuring black enamelled Arabic numerals and blued steel “*œil de perdrix*” hands.

- **Barrel-shaped watch in 18K yellow gold, gilded champagne-coloured dial, Ref. 10838 - 1928**

Accuracy, functionality, discretion and ergonomics are all at the heart of this *tonneau*-shaped watch produced in 1928. The elegant 18K yellow gold case frames a gilded champagne-coloured dial rimmed by a minute track. The caseback is finely engraved with the inscription: “Presented to C.P. Jarden by The Shervin-Williams Co. in commemoration of twenty five years faithful service 1903-1928”.

- **Lozenge-type barrel-shaped watch in 14K yellow gold, Ref. 11551 - 1918**

In the early 1910s, Vacheron Constantin produced this sophisticated “lozenge” watch shape. Its new creative boldness is illustrated by this 1918 model in 18K yellow gold, featuring a silver-toned dial adorned with stylised blue enamel Roman numerals stretching to follow the lines of the case. Vacheron Constantin chose blued steel Art Deco hands to indicate the hours and minutes.

  
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- Lozenge-type barrel-shaped watch in 14K yellow gold, Ref. 11551 - 1918

- Barrel-shaped watch in 18K yellow gold, white enamelled bezel with Grecian frieze motif, Ref. 10347 - 1913

- Barrel-shaped watch in 18K yellow gold, welded “spider” lugs, Ref. 11445 - 1925

- Barrel-shaped watch in 18K yellow gold, gilded champagne-coloured dial, Ref. 10838 - 1928

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- **Cushion-shaped watch in silver, Ref. 10479 – 1920**

True to its pioneering spirit, Vacheron Constantin was one of the first watchmakers to dare to shake up conventions by devising a multitude of case shapes adapted to the art of wearing a watch on the wrist. The cushion shape appeared in the Manufacture’s production as early as 1919 and is interpreted with understated elegance in this 1920 silver watch featuring a white enamelled dial embellished with black Arabic numerals.

- **“La Vogue” cushion-shaped watch in 18K yellow gold, Ref. 10754 – 1926**

Based on a bold cushion-shaped case in 18K yellow gold, Vacheron Constantin allowed itself an additional fanciful touch. This 1926 watch, known as “La Vogue”, is distinguished by its delicately domed flanks – an eccentric feature contrasting with the classic finely grained silver-toned dial graced by a minute track and black enamelled Arabic numerals.

- **Cushion-shaped watch in 18K yellow gold, crown between 1 and 2 o’clock, Ref. 12070 – 1919**

Between 1919 and 1921, Vacheron Constantin produced two series of six cushion-shaped watches with diagonally off-centred dials and offset crowns. These now iconic watches feature a number of aesthetic differences depending on their production year: luminescent or black enamel Arabic numerals, screw-on or soldered lugs, as well as a crown positioned on the right or left. On this 1919 yellow gold timepiece powered by the RA<sup>™</sup>11 Nouveau Amérique calibre, the crown is positioned on the right, aligned with the top of the dial.

- **Pocket watch in 18K white gold, black enamel and crystal, Ref. 11131 – 1926**

During the 1920s, Vacheron Constantin also expressed the scope of its creativity through special displays that showcased watchmaking sophistication. In 1924, the Manufacture launched its first skeleton pocket watch, a design that was in keeping with the Art Deco trend, as shown by this pocket watch made in 1926. Housed in an 18K white gold, black enamel and crystal case, the ultra-thin 17<sup>mm</sup> skeletonised calibre is revealed in all its splendour.



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• “La Vogue” cushion-shaped watch in 18K yellow gold, Ref. 10754 – 1926

• Pocket watch in 18K white gold, black enamel and crystal, Ref. 11131 – 1926

• Cushion-shaped watch in 18K yellow gold, crown between 1 and 2 o’clock, Ref. 12070 – 1919

• Cushion-shaped watch in silver, Ref. 10479 – 1920



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Marking the 100<sup>th</sup> anniversary of the Historiques American 1921 watch, the “Classic with a twist” exhibition celebrates the creativity and boldness of Vacheron Constantin at the dawn of the 20th century. Through a selection of avant-garde historical pieces, from special-shaped ‘form’ watches to original displays, this exhibition mirrors an era marked by the carefree spirit of the Roaring Twenties and the aesthetic influence of the Art Deco movement. From the 1910<sup>s</sup> to the 1930<sup>s</sup>, from Geneva to the United States, it recounts the tastes of the time and the evolution in the art of wearing a watch. A pivotal period that Vacheron Constantin was able to accompany by developing an unexpected aesthetic vocabulary in which technique and style converse in subtle harmony between the conventional and the atypical.

#### CLASSIC WITH A TWIST EXHIBITION

**Date** 8 - 26 August 2021

**Hours** 10:30 AM - 9:30 PM Daily

**Address** Vacheron Constantin ION Orchard Boutique, 2 Orchard Turn #02-07 Singapore 238801



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### Preserving your American 1921 for eternity

On the occasion of the anniversary, Vacheron Constantin Singapore is also offering a complimentary client care service to all owners of the American 1921 residing in Singapore. A diagnosis will be made by an in-house watchmaker, followed by a complimentary functional or complete service and watch spa. This is extended for American 1921 timepieces where warranty is no longer valid, with other terms and conditions applied\*. From now until 31 August 2021, qualified clients are cordially invited to deposit their timepiece at the Vacheron Constantin boutiques in ION Orchard or The Shoppes at Marina Bay Sands.

\*For more details on the service, please contact:

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Founded in 1755, Vacheron Constantin is the world's oldest watch Manufacture in continuous production for over 265 years, faithfully perpetuating a proud heritage of watchmaking excellence and stylistic sophistication through generations of master craftsmen.

At the pinnacle of Haute Horlogerie and understated elegance, the Maison creates timepieces with unique technical and aesthetic signatures, and an extremely high level of finishing touches.

Vacheron Constantin brings to life unparalleled heritage and a spirit of innovation through its collections: Patrimony, Traditionnelle, Métiers d'Art, Overseas, Fiftysix, Historiques and Égérie. It also offers its discerning clientele of connoisseurs the rare opportunity to acquire unique and bespoke timepieces by means of its "Les Cabinotiers" department.

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#OneOfNotMany

  
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