



VACHERON CONSTANTIN
GENÈVE

Vacheron Constantin Celebrates the
Finale of the First-Ever
'One of Not Many' Mentorship Program

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Introduction

Opening Ceremony

Mentorship Program

The Program Finale

The Future is Now

Dubai, June 8th 2021 – Vacheron Constantin invited the 'One of Not Many' Mentorship Program Mentors, Mentees and distinguished guests for a final gathering to celebrate the end of their unique six-month journey, at the Etihad museum in Dubai. This educational initiative was launched in October 2020 in collaboration with Zayed University and aimed at empowering the next generation of Emirati Women.

Opening Ceremony

The ceremony was opened by an inspirational speech of Her Excellency Noura Bint Mohammed Al Kaabi, Minister of Culture and Youth & President of Zayed University, stating "The 'One of Not Many' Mentorship Program is a clear illustration of the dedication of Emirati women towards the development of their nation, it is extremely admirable, as it not only bestows and expresses an all-inclusive hands-on training to the students, but also offers them the opportunity to excel as future leaders of tomorrow. The leadership of the UAE recognizes the key role of women as partners in state-building and in achieving inclusive and sustainable development. It is through the consistent and meaningful empowerment of women in a range of key decision-making roles that the UAE expects to achieve real progress, aligned with the implementation of our national objectives."



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Introduction

Opening Ceremony

Mentorship Program

The Program Finale

The Future is Now

Mentorship Program

The Vacheron Constantin 'One of Not Many' Mentorship Program gave six young Emirati women the opportunity to be mentored by six successful Emirati entrepreneurs, providing them with a tailor-made program based on their career aspirations.

Throughout the six-month learning experience, the Mentees explored a range of topics and creative fields in hopes of starting their own professional projects. Maitha Al Khazraji was guided by restaurant entrepreneur Salama Al Shamsi to open up her own bakery. Maha Almehairbi worked with Emirati couture designer Rafia Helal Bin Draï to design her homegrown clothing line. Dana Al Dhaen was inspired by artist and author Alia Al Shamsi to showcase her macro photography of nature. Hind Al Khoory paired with fashion designer Latifa Al Gurg to create her own athletic line. Fatima Al Katheeri was given the opportunity to develop her marketing and communication skills with the help of jewellery designer Noora Shawqi. Lastly, Ghalaa Abulohom got to apply and further develop her interior design skills into corporate events through the daily guidance of Hala Al Gergawi, CEO and founder of Tea Before Noon. In addition to being a mentor, Hala Al Gergawi proudly facilitated the launch of 'One of Not Many' Mentorship Program, stating "It was such an honor for Tea Before Noon to bridge between Zayed University talented students and Vacheron Constantin, and I wish continuity and growth for this unique program year on year to keep empowering and shaping the young generation's career goals while maintaining their cultural values".



Vacheron Constantin Celebrates the Finale of the First-Ever 'One of Not Many' Mentorship Program


VACHERON CONSTANTIN
GENÈVE

Introduction

—
Opening Ceremony

—
Mentorship Program

—
The Program Finale

—
The Future is Now



Vacheron Constantin Celebrates the Finale of the First-Ever 'One of Not Many' Mentorship Program



Introduction

Opening Ceremony

Mentorship Program

The Program Finale

The Future is Now

The Program Finale

During the Program Finale, each Mentee had the opportunity to share her own experience and achievements in front of a large audience including H.E. Noura Bint Mohammed Al Kaabi and guests from Zayed University, Etihad Airways, key regional journalists, Richemont group and the Vacheron Constantin team. They each stated in their own words that throughout the course of the mentorship, they grew increasingly more confident in defining their ambitions, jumpstarting their careers, and fine-tuning their entrepreneurship skills. Provided with the right tools and guidance, coupled with real-world experience in their fields, the students were given the keys to forging their own paths to success. "I used to believe that having my own business was out of my reach. Now I know it is possible," commented Mentee Maha Almehairbi.



Vacheron Constantin Celebrates the Finale of the First-Ever 'One of Not Many' Mentorship Program



Introduction

Opening Ceremony

Mentorship Program

The Program Finale

The Future is Now

The Program Finale

As an inspiring and accomplished Emirati woman, Dr Nadia Bastaki, Etihad Airways' Vice President Medical Services & CSR, was invited to share her personal experience with the students, stating "Vacheron Constantin has engaged with the community to create a wonderful platform for women empowerment. Today we can see that they have gone extra mile to give the Maison a competitive edge showcasing their true brand value."

To conclude the ceremony, Vacheron Constantin awarded the Mentees a 'One of Not Many' Mentorship Program Completion Certificate as a symbol of their dedication and commitment. The guests were then invited to discover the Mentees' projects, showcased through an exhibition at the Etihad Museum.



Vacheron Constantin Celebrates the Finale of the First-Ever 'One of Not Many' Mentorship Program

Introduction

Opening Ceremony

Mentorship Program

The Program Finale

The Future is Now

The Future is Now

The experience does not end here for the Mentees. The journey continues at the Vacheron Constantin Maison and Richemont Group where each of them will be offered a six-month internship opportunity to further develop their skills and knowledge in the corporate world. Of the six Mentees, Fatima Alkatheeri was the first to begin her internship at Vacheron Constantin in April 2021. "Interning at Vacheron Constantin is an opportunity unlike any other. I've been able to contribute to an array of inspiring marketing projects, allowing me to put my skills into practice and to develop my experience in the luxury industry. This internship has further solidified my passion for marketing and allowed me to define my career goals for the future," stated Fatima.

The first edition of the Vacheron Constantin 'One of Not Many' Mentorship Program was an overall success, allowing real opportunities and career openings for the young Emirati women entrepreneurs of tomorrow.



Vacheron Constantin Celebrates the Finale of the First-Ever 'One of Not Many' Mentorship Program



Introduction

Opening Ceremony

Mentorship Program

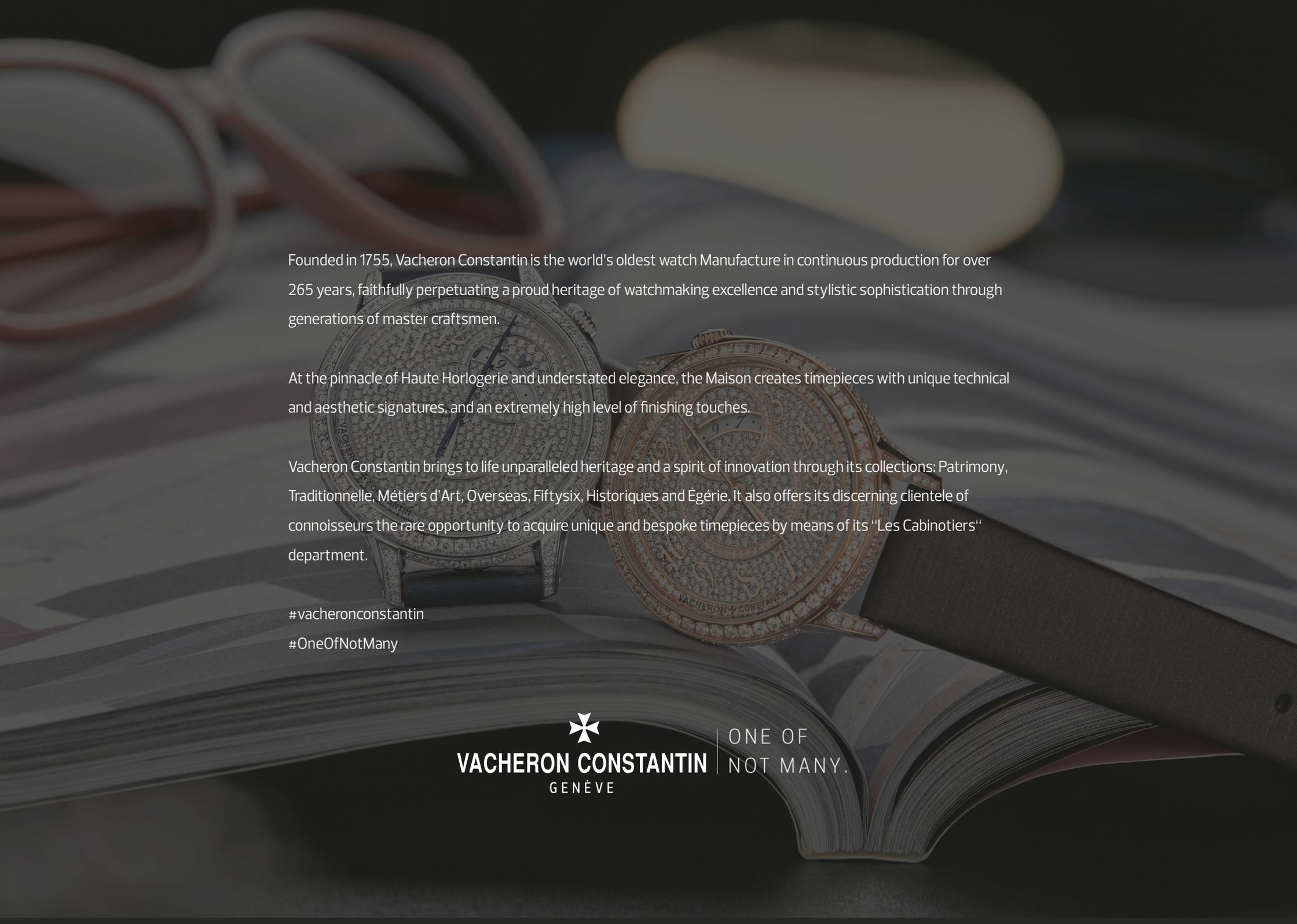
The Program Finale

The Future is Now

The Future is Now

Alexander Schmiedt, Vacheron Constantin Regional Brand Director for the Middle East commented, "Vacheron Constantin's 'One of Not Many' Mentorship Program vastly exceeded our initial expectations; the amount of inspiration, creativity, and close bonds that were created as a result have further proven the need for such educational initiatives in the region and beyond. We are infinitely proud to be leading the way for women to share, invent, create and innovate together in a space encouraging women empowerment and entrepreneurship. We look forward to welcoming these young women to the Vacheron Constantin and Richemont teams through the form of invaluable internships, as we look towards the younger generation as the talents of our future. The success of the first edition of 'One of Not Many' Mentorship Program in the UAE has inspired us to bring the initiative across borders, with Saudi Arabia planned for the next chapter in September."





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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