



VACHERON CONSTANTIN  
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Tokyo, July 2021 – Vacheron Constantin, the world’s oldest High Watchmaking Maison with 266-year uninterrupted history, announces the opening of its new flagship in Tokyo in December 2021. The boutique will be located in the very heart of Ginza, on Harumi Avenue.

Elegantly integrated within the all-new Tenshodo building, this flagship will have a unique façade inspired by the Maison’s emblem, the Maltese cross. The space will span across two floors, combining the Maison’s refinement with its commitment to exceptional retail experience and best-in-class service from an in-house master watchmaker. The new flagship will showcase a collection of men and women’s timepieces ranging from simple models to high complications, in addition to exclusive boutique limited editions.

Says Vincent Gouget, Vacheron Constantin Japan Managing Director: *“Highly visible and situated at a very prime location in Ginza, this flagship will embody Vacheron Constantin’s ‘One of not many’ spirit in Japan. It will also epitomize the Maison’s long-standing relationship and deep commitment to its Japanese clients. Our ambition: to make it the favorite destination in Tokyo for discerning Vacheron Constantin connoisseurs as well as aspiring watch collectors.”*

Vacheron Constantin has 5 boutiques in Tokyo and Osaka. The existing boutique located in Ginza’s Chuo avenue will continue to serve clients after the opening of the new flagship.

  
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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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