



VACHERON CONSTANTIN

GENÈVE

Ginza flagship stages a glittering
opening event

Opening Ceremony

Vacheron Constantin
Ginza Flagship

Pictures

Ginza flagship stages a glittering opening event

On December 5th 2021, Vacheron Constantin, the world's oldest luxury watch maison with an uninterrupted history of 266 years since its inception, opened a new flagship along Ginza 4-chōme Harumi-dōri in the centre of Tokyo. A Kagami Biraki opening ceremony and reception party were held on December 1st to celebrate this special occasion, which marks the dawn of a new era for Vacheron Constantin in Japan.

Participants in the opening ceremony alongside Vacheron Constantin Japan's managing director **Vincent Gouget** included famous conductor **Yutaka Sado** and actress/painter **Minami**. The ensuing exclusive "connoisseurs" reception party hosted prominent figures active in various fields along with cultural figures who were on hand to unveil the flagship. Bringing a touch of glamour to the occasion were Rakugo performer **Koito Takigawa**, designer **TOMO KOIZUMI** and ballerina **Shoko Nakamura**, as well as guests including beautician **Mikiko Hayano**, shoe designer **Noritaka Tatehana**, owner chef **Shuzo Kishida**, art director **Kashiwa Sato**, former professional soccer player **Ryuji Bando**, photographer and mountaineer **Naoki Ishikawa**, editor-in-chief of *Forza Style* and fashion director **Yoshimasa Hoshiba**, bespoke shoemaker **Yohei Fukuda**, pastry chef **Kazutoshi Narita**, and robot designer/artist **Tatsuya Matsui**.




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Conductor Yutaka Sado,
wearing Patrimony Collection



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About the Vacheron Constantin Ginza flagship

Elegantly integrated within the all-new Tenshodo building, this new flagship features a unique façade inspired by Vacheron Constantin's Maltese cross emblem. The two-floor area featuring the Maison's "Classic with a Twist" theme is adorned with artworks specially created in collaboration with a Japanese illustrator and picture-book writer. Designed to welcome watch lovers and collectors, this new flagship will showcase a collection of men and women's timepieces representative of the Maison and ranging from simple models to high complications, in addition to exclusive boutique editions. It is one of very few boutiques in the world to permanently exhibit a selection of "Les Collectionneurs" vintage timepieces. As a demonstration of the Maison's commitment to customer-centred service, the second floor opens onto a watchmaking bench intended to encourage interaction with an in-house watchmaker and which will be flanked by a custom strap station featuring an innovative watch display instrument.

Vacheron Constantin Ginza flagship
Address: 4-3-9 Ginza, Chuo-ku, Tokyo

Telephone: 03 6862 1755
Business hours: 12:00 to 20:00




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Artist/actress Minami,
wearing Egérie Collection





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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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