

VACHERON CONSTANTIN
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Celebration of The Dubai Mall
Flagship Boutique
in Collaboration with Emirati
Designer, Aljoud Lootah

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- To celebrate the opening of The Dubai Mall Flagship boutique in U.A.E, the Maison reveals an artistic collaboration with Emirati Designer, Aljoud Lootah.
- Four spectacular creations inspired by the Maison and the Middle East region illustrate the beauty in the details and pay tribute to the work of craftsmen that extends back hundreds of years.

27 October 2022

Vacheron Constantin, the luxury Swiss watchmaking Maison, celebrates its flagship boutique opening in The Dubai Mall with an artistic collaboration with Emirati Designer, Aljoud Lootah. The multidisciplinary designer brought to life four creations that showcase ultimate craftsmanship prowess only human hands are capable of mastering. The designs interweave the heritage of the United Arab Emirates along with the perfection of the craft of watchmaking.

Tribute to the Artisans

Since 1755, watchmaking excellence has been a perpetual quest at Vacheron Constantin. With the never-ending pursuit of precision, innovation, and artistry, the Maison has built a legacy that is seen in the eye of the beholder as a work of art. This tradition is ever-present within the Maison where each timepiece expresses excellence and expertise. This level of perfection can only be achieved through the hands of the passionate in-house craftsmen.

Through the collaboration with Aljoud Lootah, the Maison pays tribute to the region and to art. The craft of embroidery, which is rooted in Emirati heritage, was chosen as a symbol of artistry and culture. It was used to highlight the meticulous details, using carefully selected beads and traditional techniques to tell stories that pass on a profound sense of legacy.



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Exhibited throughout the flagship boutique, Aljoud Lootah's creations can be admired in the Atrium entrance, as well as in the three custom-built installations of the external windows. The four exclusive creations offer a unique interpretation of Vacheron Constantin's annual theme, the "Anatomy of Beauty®". Aljoud Lootah's immaculate attention to detail showcases a clear link between meticulous watchmaking and perfection found in nature, using falcon feathers.

She portrays watchmaking excellence through "Côte de Genève" and "Perlage" finishings of Vacheron Constantin. Timepieces and falcons have played a fundamental role in the history of the United Arab Emirates, as they are symbols of pride and unity.

The mesmerizing color palette selected by Aljoud embraces the vibrancy of the region, emphasizing the colors blue, gold and silver. For the designs, she envisions blue depicting the clear skies, gold resembling the sands dunes, and silver highlights that evoke U.A.E.'s skylines. Each color expressed through different materials and textures gives the creations more depth and meaning.

"In celebration of the Vacheron Constantin Dubai Mall flagship opening, we are elated to embrace best-in-class Emirati talent, Aljoud Lootah. Through this artistic collaboration, we pay tribute to the community and show our appreciation for the fine arts. The four incredible creations infuse the new Flagship with Emirati culture complementing the existing Musharabiye pattern and heritage timepieces exhibition. Inspired by the Maison's heritage and ultimate watchmaking excellence skills, Aljoud was motivated to passionately create her unique designs, which in turn will also inspire visitors at the boutique."

Christophe Ramel, Middle East Regional Brand Director of Vacheron Constantin



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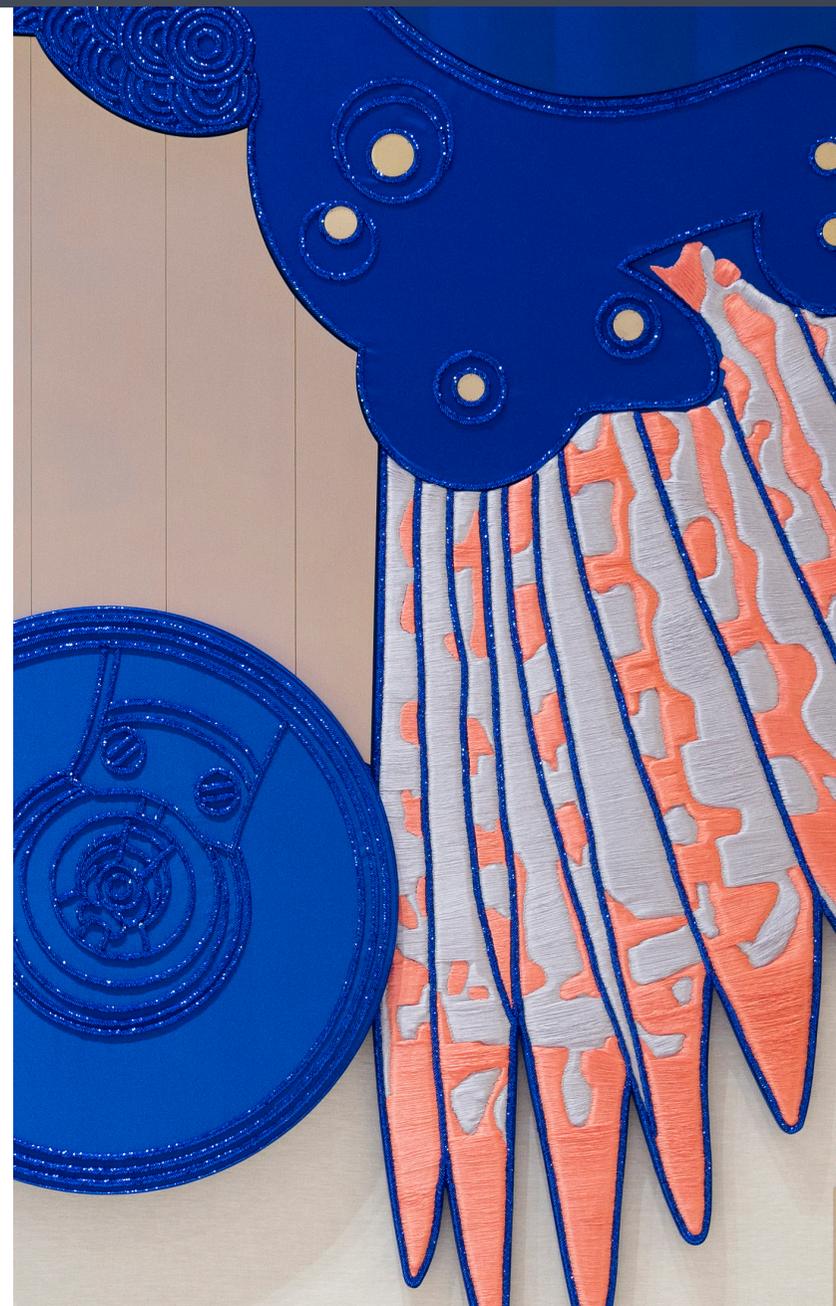
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Aljoud Lootah is an Emirati designer who has gained international acclaim, particularly after the establishment of her studio in 2014. Since its foundation, the studio has preserved its unique approach by focusing on the idea of contrasts in form and function while distinctly interpreting the Emirati culture and artisanal techniques through contemporary design. Her creative drive comes from a passion for detail and experimental approaches to materials and aesthetics. This emphasis has resulted in a body of work that is functional, timeless and unique which tells a story of Aljoud Lootah's background and history.

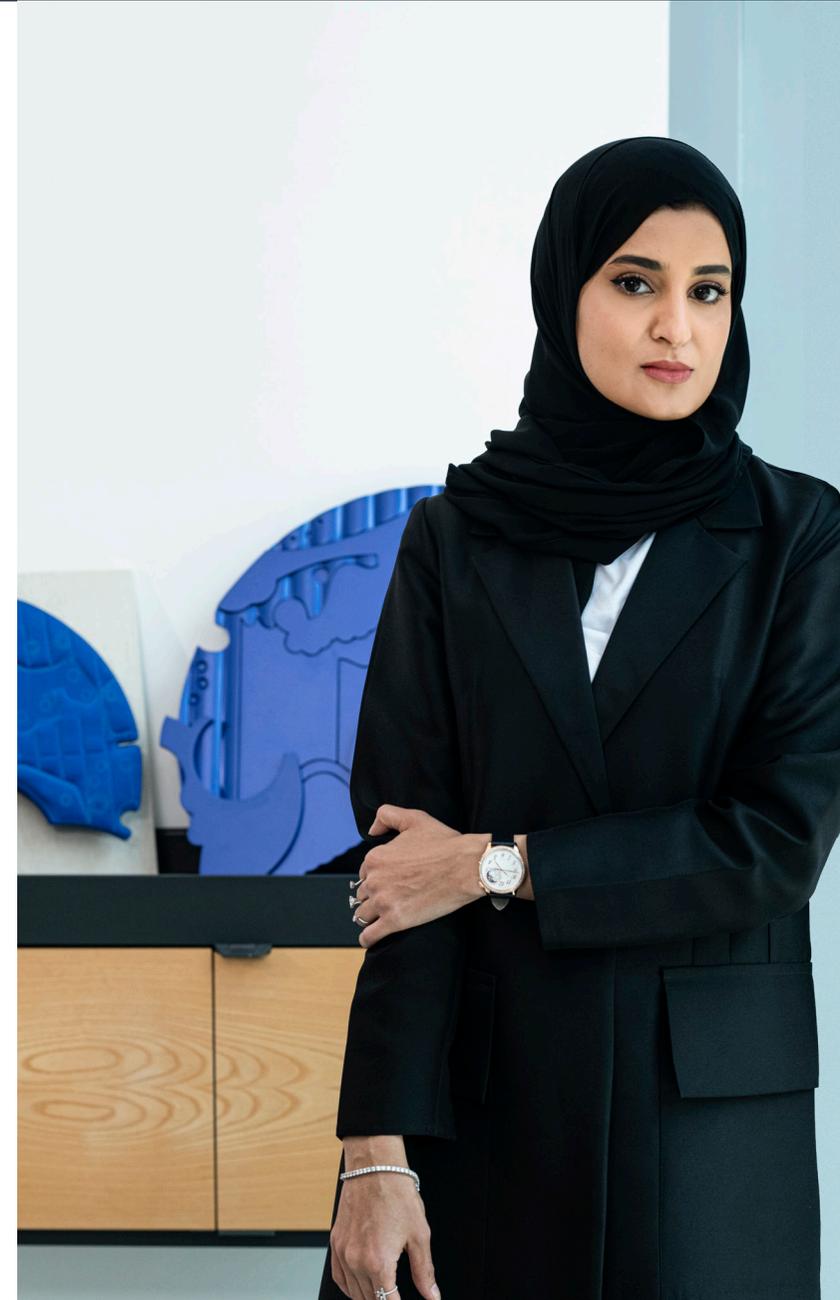
Her studio's credits range from projects for Dubai's Mandarin Oriental Hotel, the Dubai International Airport, Abu Dhabi's Etihad Airways and the UAE's Ministry of Presidential Affairs. Notable creations from recent years include the official gift that was presented to His Holiness Pope Francis during his visit to the UAE in 2019. The gift, which consisted of a woven camel leather Mandoos (chest) and included the title-deed to the first church in the UAE, was designed as an homage to the rich history of the Emirates.

Two products from her Oru Series (2015) were acquired by the National Gallery of Victoria in Melbourne, Australia, making her the first Emirati designer to have her work acquired by an international gallery.

Since 2014, Lootah continuously produces bespoke furniture, objects & collectible designs for government organizations and private entities and has been involved in various retail and residential interior projects.

Lootah's work has been recognized through major awards, including the Arab Woman Awards, and she has been named one of the 50 top talents in architecture and design by Architectural Digest Middle East (AD50) in 2018 and 2019.

Aljoud Lootah also serves as a Member of the Board of Dubai Women Establishment, an organization formed in 2006 in order to support women in the United Arab Emirates.



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The Dubai Mall Boutique

The Dubai Mall boutique is the Maison's first flagship in the Middle East region. Building an immersive client experience, the boutique demonstrates the highest level of client-centered service. Encouraging interaction with the in-house master watchmaker, the watchmaking bench, allows clients to witness an unforeseen level of craftsmanship. The custom strap station presents both engraving and embossing bespoke options to further the ability to personalize. Lastly, a Métiers d'Art collection discovery table is placed below an iconic dome to showcase the most desirable of timepieces, rooted in brand heritage."

Boutique address:

Vacheron Constantin Dubai Flagship
Ground Floor, The Dubai Mall - Dubai

Opening hours:

Monday-Thursday:
10:00 AM - 11:00 PM

Friday-Sunday:
10:00 AM - 12:00 AM

Contact: +9714 330 8033



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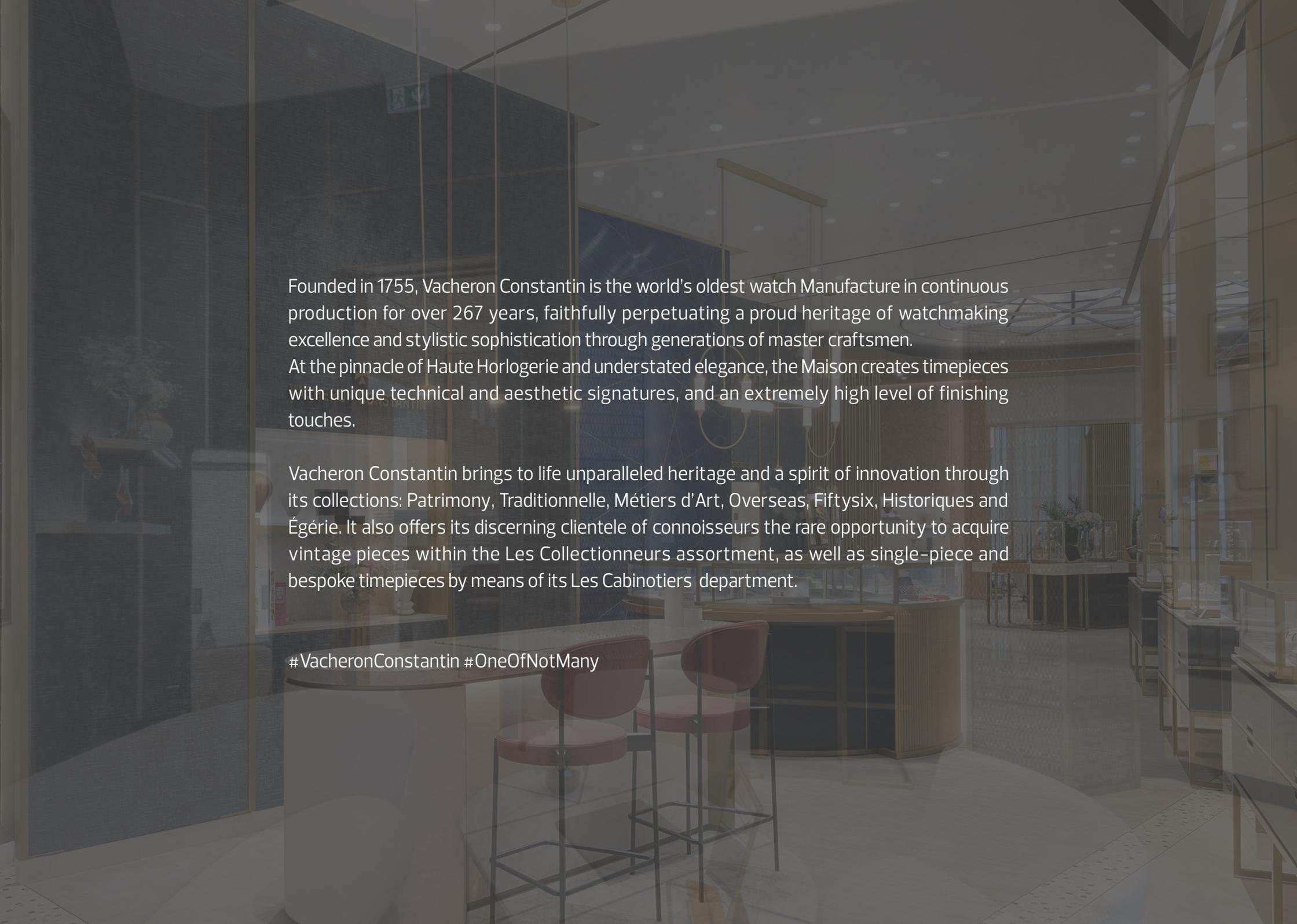
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Vacheron Constantin celebrates its boutique opening in The Dubai Mall on October 27th, 2022. At this occasion, the Maison collaborates with Emirati designer, Aljoud Lootah. The multidisciplinary designer brought to life four creations that pay tribute to ultimate craftsmanship prowess only human hands are capable of mastering. Through this collaboration, the Maison continues to encourage its commitment to the United Emirates Arab and to culture and art.





Founded in 1755, Vacheron Constantin is the world's oldest watch Manufacture in continuous production for over 267 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 vintage pieces within the Les Collectionneurs assortment, as well as single-piece and bespoke timepieces by means of its Les Cabinotiers department.

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