



VACHERON CONSTANTIN
GENÈVE

**Discover Vacheron Constantin
2023 Novelties in Abu Dhabi**

May 24th to 27th 2023

Vacheron Constantin Selects Abu Dhabi For The First Regional Brand Discovery Of Its 2023 Novelties



Overview

The Journey

Traditionnelle Collection

Overseas Collection

Patrimony Collection

Sum-up

About Vacheron Constantin

- Vacheron Constantin hosts the first discovery of its 2023 novelties in the Middle East, from 24th to 27th May 2023 at Zayed Heritage Center, Majlis Nahr Al Hayat, Abu Dhabi.
- This unique and interactive journey celebrates the Maison's heritage and high watchmaking excellence.
- Inspired from the yearly theme "LESS'ENTIAL", this exhibition includes the most recent novelties launched at Watches and Wonders 2023.

Following the success of Watches and Wonders Geneva 2023, Vacheron Constantin, the luxury Swiss watchmaking Maison with nearly 270 years of expertise and continuous history, has chosen Abu Dhabi as the first city in the Middle East to unveil its latest collections. The discovery takes place at Zayed Heritage Center in the Majlis Nahr Al Hayat, one of the most important cultural destinations of the capital. Watch connoisseurs and enthusiasts are invited to experience a unique and interactive journey that takes them through the Maison's heritage, craftsmanship and technical excellence from May 24th to 27th, 2023.

Located in Marsa Al Bateen Marina, Zayed Heritage Center is one of the most emblematic buildings in the capital city. The venue displays memories gathered over the years of the Late Founder of the U.A.E.. Vacheron Constantin chose this very special location to launch its first regional brand discovery as a tribute to the longstanding relationship the Maison shares with the country. Aligned with common values, rich history, culture and legacy which they are respectively committed to preserve while looking at the future and always pushing boundaries.

"Vacheron Constantin is excited to unveil its 2023 novelties in the vibrant capital city of Abu Dhabi. Embracing the union of timeless traditions and visionary craftsmanship, we aim to take our valued guests on a captivating journey. Each tick of our timepieces resonates with the fascinating blend of heritage and innovation that provides the United Arab Emirates. We warmly invite watch enthusiasts and connoisseurs to join us in celebrating our commitment to exceptional watchmaking, while capturing the true essence of Vacheron Constantin's expertise and legacy" said **Christophe Ramel, Managing Director of Vacheron Constantin Middle East, India and Africa.**



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Upon entering the cultural center, guests embark onto an immersive journey between heritage, tradition and modernity. The exhibition design takes inspiration from this year's theme, "LESS'ENTIAL" which brings beautifully balanced shapes and pure design together to the service of elegance and technical sophistication.

The journey commences with the celebration of the Maison's rich history and heritage of nearly 270 years. The first area offers a glimpse at Vacheron Constantin's private museum all the way back to 1825. An opportunity for guests to discover some of the very first timepieces created by the Maison, stunning models for ladies, and some exceptional timepieces produced exclusively for Middle Eastern clients. An interactive platform is also available to further educate watch enthusiasts about the Maison's history.

The journey continues with the discovery of the Watches and Wonders 2023 novelties. Guests have the unique opportunity to take a close look at the latest timepieces launched in Geneva and brought for the first time in the Middle East.

A notable feature shared by several of these novelties is the retrograde function display, which is prominently featured in the Overseas, Patrimony, and Traditionnelle collections. The aesthetic signature of the retrograde, which dates back to the early 20th century, epitomizes the Maison's consummate mastery of design. Another highlight of this year is the new releases of the Overseas collection redesigned in 34.5 and 35mm. Four elegant timepieces, adorned with robustness, attention to detail and aesthetics adapt to every circumstances.

In addition to the novelties, the Maison is bringing its master line timepieces from the Overseas, Traditionnelle, Patrimony, Historiques, and Égérie collections showcased for the first time in Abu Dhabi. Watch connoisseurs and watch enthusiasts will have access to the complete range of Vacheron Constantin timepieces, from simple to high complications.



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The third section provides guests with an unparalleled opportunity to step into the watchmaker's world and discover the intricate process of watchmaking excellence. Both Watchmaking and Enamelling workshops are available for the guests to challenge their own skills of patience, precision and creativity. Offered for the first time, Enamelling is an ancient art of decorating exceptional watches that was adopted by watchmakers as early as the 16th century.

The journey ends with a sweet surprise with Emirati Pastry Chef, Sahar Parham Al Awadhi, head pastry chef at Burj Al Arab, showcasing her culinary expertise at a live dessert station located within the Majlis area.

Through this Maison discovery event, Vacheron Constantin is pleased to offer guests an unforgettable experience bringing together the world of high watchmaking and the cultural wealth of U.A.E.. With a special focus on gathering and community, visitors will leave with a vast knowledge and a deeper appreciation for the essence of watchmaking excellence.

"For two centuries, Vacheron Constantin shared a special and long-standing bond with Middle Eastern clients who have always had a passion for collecting watches and unique timepieces. They have a deep understanding and knowledge of the Maison, mechanical movements and complications which brings us closer to them. When it comes to fine watchmaking, there is no compromise on excellence or longevity. We are grateful for the abundant opportunities and generosity this region has shown us and will keep on strengthening this relationship in the future, which is why we are thrilled to unveil our latest novelties in the U.A.E., reflecting our commitment to preserving our heritage while pushing the boundaries of innovation." said Alexandra Vogler, Chief Marketing Officer.



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Traditionnelle tourbillon: a contemporary take on classical design

The new Traditionnelle tourbillon launched in a 41 mm-diameter platinum case features a majestic sunburst green dial. This original colour obtained by galvanic treatment endows the model with depth and intensity, enlivening the gleaming whiteness of the noble metal with brightly shimmering reflections. The contrast is further enhanced by the white gold baton-type hour-markers and Dauphine-style hands, while the deep green strap picks up the dial colour.



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Traditionnelle tourbillon retrograde date openface: tradition meets modernity

The expression of an avant-garde aesthetic, the demand for mechanical sophistication and the desire to share creative expertise are at the heart of this Traditionnelle tourbillon retrograde date openface watch. The opening onto the architecture of the 2162 R31 movement – with its slate grey shade achieved by an NAC surface treatment – perfectly visible on both sides of the watch, highlights its mechanical power. The retrograde date display, complemented by a tourbillon, gains depth in a functional and contemporary style. Tradition and contemporary aesthetics: the new Traditionnelle tourbillon watch embodies a perfectly balanced expression of this alliance. Epitomising horological expertise with its tourbillon regulator integrated within the ultra-thin Calibre 2162/1, it opts for a sunburst deep green dial beautifully framed by a 950 platinum case.



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Overseas moon phase retrograde date: first ever sport watch with a retrograde display for Vacheron Constantin

For the first time ever, the Overseas line thus incorporates a retrograde display, a function that is part of Vacheron Constantin's living heritage and continually reinvents itself. The new model keeps the collection iconic attributes immediately recognisable: six-sided bezel evoking the Maltese cross, fluted crown, polished and satin-brushed finishes, translucent lacquered dial, luminescent hour-markers and hands, interchangeable straps, by combining them with a retrograde date and a precision moon-phase.



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Overseas self-winding: a new silhouette

Four new references in steel and 18K 5N pink gold enrich the Overseas collection, in a 34.5 mm diameter for the non-set versions and 35 mm for the gemset models. With these new sizes suited to both men's and women's wrists, the case design has been subtly refined. Three of the new models feature a sunburst blue lacquered dial with a velvety finish for the minutes track, while the fourth in gemset steel is graced with a pink hue. The new watches are fitted with an integrated metal bracelet in 18K 5N gold or steel, depending on the model, secured by two additional interchangeable leather and rubber straps with pin buckles or folding clasps. The colour of the two additional straps corresponds to that of the dials: blue on the non-set gold and steel versions, and gemset beige-pink on the steel variation. Calibre 1088/1 has been chosen to power these pieces. Equipped with a stop-seconds mechanism enabling precision adjustment, it is fitted with the 22K gold rotor bearing the collection's emblematic compass rose, which ensures winding with a 40-hour power reserve.



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Patrimony retrograde day-date: the art of equilibrium, minimalist design meets watchmaking elegance

At Vacheron Constantin, technique is consistently dedicated to serving elegance. Since its founding in 1755, the Manufacture has cultivated the refinement of its watches as an art form, corresponding to one of the Bauhaus principles holding that "less is more". This is reflected in the platinum Patrimony retrograde day-date with salmon-coloured dial. This rare alliance between platinum and salmon is part of the Maison's heritage and since 2022 has been the sign of a new aesthetic that can be found across its various collections in limited annual production.



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Paying tribute to the country, Vacheron Constantin chose Abu Dhabi, the capital city, to reveal its 2023 novelties. The brand discover takes place from 24th to 27th May 2023 at Zayed Heritage Center, Majlis Nahr Al Hayat. Themed LESS'ENTIAL, the exhibition celebrates the Maison's heritage and watchmaking excellence, bringing for the first time in the Middle East the latest novelties of Watches and Wonders Geneva 2023. Guests are invited to embark onto a unique and interactive journey where they will have the opportunity to take a closer look at the Maison's heritage, craftsmanship and technical excellence along with a chance to participate in specially curated Watchmaking and Enamelling workshops.

Vacheron Constantin Exhibition Details:

Address


Zayed Heritage Center, Majlis Nahr Al Hayat, Abu Dhabi

Dates

Wednesday, 24th May to Saturday, 27th May 2023

On appointment basis – Contact Vacheron Constantin boutique for more information: dm@vacheron-constantin.com





Founded in 1755, Vacheron Constantin is the world's oldest watch Manufacture in continuous production for nearly 270 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.

#VacheronConstantin #OneOfNotMany