

Christian Selmoni
Heritage & Style Director



Born in 1959 to a Swiss family of watchmakers in the Vallée de Joux, one of the historical birthplaces of watchmaking, Christian Selmoni serves as Style and Heritage Director at Vacheron Constantin.

Christian joined Vacheron Constantin in 1990 as Sales Administration Manager, becoming Purchasing Manager in 1992, and Production & Purchasing Director in 1996, during which time he played a key role in overseeing all aspects of manufacturing and sourcing.

In 2001, he was tasked with incorporating all product-creation aspects of Vacheron Constantin – from concept to final prototypes and product launch – into a unique Product Department, notably responsible for the design and development of the company's famous 250th anniversary elements.

Christian was appointed Artistic Director at Vacheron Constantin in 2010, with responsibilities including the long-term definition of products and future "product" tendencies for the Maison; its creative aspects as well as the development and consolidation of the Métiers d'Art workshops (artistic crafts such as enamel, engraving, gem-setting and guillochage), together with Les Cabinotiers workshop which includes design and development of made-to-order timepieces.

In 2017, Christian was appointed Style and Heritage Director. Within the Heritage department, his main responsibilities are to enrich and develop the Maison's heritage, as well as to extract designs and design elements from the past to nurture Vacheron Constantin's present and future creations. In addition, he consolidates and develops relationship with international press, clients and watch collectors.