



@thehourlounge

The first vintage-dedicated Instagram account run by a watch manufacturer

Launch date: September 14th 2017

On September 14th, the @thehourlounge Instagram account will be taking over from The Hour Lounge forum well-known to collectors, clients and devotees of the Maison.

@thehourlounge gives pride of place to pictures and features in a community-based approach that treasures the heritage timepieces of Vacheron Constantin... and more besides!

Rich, exclusive and interactive content

Vacheron Constantin has enjoyed uninterrupted activity since 1755: more than 260 years punctuated by extraordinary creations, stemming from a wealth of technical and creative boldness firmly based on excellence. The Instagram feed will showcase museum pieces, archive documents, early advertising, along with vintage-related watch news in the broadest sense of the term, designed for collectors and connoisseurs of historical models.

Varied voices

Alexandre Ghotbi, founder of The Hour Lounge forum and currently Associate Director at Phillips Watches; and Christian Selmoni, Style and Heritage Director Vacheron Constantin, will be active on the account as experts, alongside external contributors including influencers, collectors and watchmakers. A new community of vintage-lovers that will enrich @thehourlounge with posts, stories, takeovers and live videos.

Official hashtag: #vintagevacheron
#vacheronconstantin