




VACHERON CONSTANTIN
GENÈVE

**New flagship boutique in Bangkok, Thailand
October 2023**

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Overview

- Vacheron Constantin opens its largest Southeast Asia boutique, in Bangkok, Thailand
- The boutique houses the complete Vacheron Constantin timepiece collection from simple to high complications, as well as boutique exclusive models
- Immersive, client-first services include The Chronogram immersive experience, strap customization, and in-store exclusive heritage exhibition

October 2023 – One of Not Many defines the universe Vacheron Constantin has embodied for more than 268 years. In the prestigious realm of Haute Horlogerie, the Maison is profoundly attached to human values and enriched by expertise passed on across generations of master watchmakers and artisans. With this philosophy dedicated to connoisseurs, Vacheron Constantin has opened its first largest Southeast Asia flagship boutique in Bangkok, Thailand at Siam Paragon.

Spanning over an area of 150 square metres, the first Vacheron Constantin boutique in Siam Paragon is inspired by the refined design aesthetic of the Maison in the heart of Geneva. The exterior features a unique façade inspired by Vacheron Constantin's Maltese cross emblem, and the interior is exuding an intimate and warm environment for watch enthusiasts and collectors to be greeted with personal attention. This new boutique invites clients to immerse into the culture, history, and excellence that define Vacheron Constantin.

Unique to the flagship boutique in Bangkok, Thailand is an immersive experience called The Chronogram, giving visitors access to Vacheron Constantin's history – an invitation to get inside the heart of a galaxy of thousands of documents and archives since its founding in 1755.



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In addition, highlighting a special in-store exhibition showcasing exclusive timepieces from Vacheron Constantin's archives – is an 1897 pocket watch with coat of arms of the King of Siam in red enamel, made under the reign of the fifth monarch of Siam, under the House of Chakri, titled Rama V. It is traditional for the greatest monarchs to present their most deserving subjects with objects of great value, as a sign of trust and reward. Vacheron Constantin's watches, well known for their technical and aesthetical perfection, have often been chosen to embody this mutual confidence.

Other highlights include a showcase of the Maison's artistic craftsmanship demonstrated across a series of Metiers d'art timepieces. This special exhibition will be showcased exclusively in the boutique until end of November.

Introducing Vacheron Constantin collection

Demonstrating Vacheron Constantin's technical and aesthetic creativity, this new boutique houses the complete timepiece collection from simple to high complications, as well as boutique exclusive models. The customers are welcome to discover the Maison's Patrimony, Traditionnelle, Overseas and Fiftysix collections – with a range of mid to high complications including the exclusive Traditionnelle Perpetual Calendar Chronograph and Traditionnelle Tourbillon.

Highlights also include the Égérie collection dedicated to women which combines the worlds of Haute Couture and Haute Horlogerie, sharing the same passion for excellence and beauty. The signature touch of the Égérie timepieces is a daring off-centered display, designed around two intertwined circles, featuring the date or moon phase.



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Vacheron Constantin Boutique

No. 991/1 Siam Paragon Shopping Centre,
Main Floor, Unit LH17, Rama I Road
Pathumwan
10330 Bangkok

Opening Hours and Contacts:

Monday – Sunday
11:00am–7:00pm
Tel: +66 2 1614590


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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, Fifty-six, 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 unique and bespoke timepieces by means of its Les Cabinotiers department

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