

The "Cioccolato"
 Model 4737
 1952



VACHERON CONSTANTIN
GENÈVE

"Nicknames" Exhibition
in Singapore

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Overview

From September 7th to October 30th 2019, Vacheron Constantin will be exhibiting within its boutiques in Singapore, a collection of vintage watches featuring unusual designs and evocative nicknames. "Cornes de Vaches" (cow horns), "Batman" or "Cioccolato": these monikers commonly used in connoisseurs' jargon highlight the originality and the unique character of remarkable creations from the aesthetic heritage of the Manufacture. Welcome to the stories behind the stage names!

The plush atmosphere of the Vacheron Constantin boutiques provides the ideal setting for its most recent creations, while presenting a temporary Heritage exhibition. From September through October, 20 models from the Maison's collection – featuring a singular style that has inspired collectors to give them various pet names – are on show alongside artistic sketches illustrating these aesthetic analogies.

Dedicated to safeguarding Vacheron Constantin's precious heritage, comprising around 1,500 watch creations from the Maison along with an exceptional set of company archives, the Heritage department pursues the two-fold mission of preserving this historical testimony and revealing it to the public. Its new "Nicknames" exhibition reflects the inventiveness and creative boldness demonstrated by the Geneva-based Manufacture through a series of atypical 20th century watches whose stage names have in some cases become legends in their own right.

Crab, butterfly, giraffe, horn of plenty, sole... Pseudonyms of various origins express the characteristic nature of a watch, generally associating its distinctive shape with that of an animal, a character, a monument or an object. Whether a mnemonic means of identifying a model within a technical nomenclature, or an Italian adjective from the first thematic sales catalogues targeting Italian customers, these epithets that have become part of collectors' vocabulary have become indelibly entwined with the destiny of these exceptional timepieces.

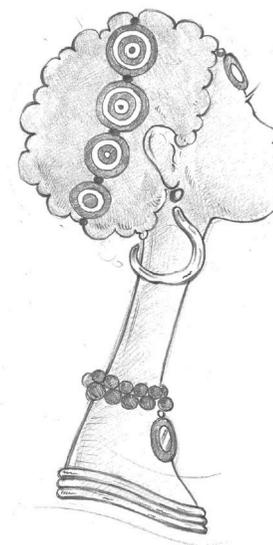
"Nicknames" Exhibition, open for viewing at Vacheron Constantin Singapore boutiques

September 7th to September 16th 2019,
Vacheron Constantin Boutique, 2 Bayfront Avenue #B2M-238 The Shoppes @ Marina Bay Sands
Monday through Sunday from 10.30 am to 10.30 pm

September 18th to October 30th 2019,
Vacheron Constantin Boutique, 2 Orchard Turn #02-07 ION Orchard
Monday through Saturday from 10.00 am to 9.00 pm



The "Cornes de vache"
Model 6087
1955



The "Altesse"
Model 3681
1912



Founded in 1755, Vacheron Constantin is the world's oldest watch Manufacture in continuous production for over 260 years, faithfully perpetuating a proud heritage of watchmaking excellence and stylistic sophistication through generations of master craftsmen.

At the pinnacle of high horology 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 key collections: Patrimony, Traditionnelle, Métiers d'Art, Overseas, Fiftysix and Historiques. It also offers its discerning clientele of connoisseurs the rare opportunity to acquire unique and bespoke timepieces by means of its "Les Cabinotiers" department.

NICKNAMES

#VacheronConstantin

#OneOfNotMany



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