



  
**VACHERON CONSTANTIN**  
GENÈVE

**Strap bar**  
Vacheron Constantin Geneva Boutique  
From September 13<sup>th</sup> to 21<sup>st</sup> 2019

# Strap bar Vacheron Constantin Geneva Boutique From September 13<sup>th</sup> to 21<sup>st</sup> 2019



Vacheron Constantin is offering customers a new experience in its Geneva boutique: from September 13<sup>th</sup> to 21<sup>st</sup> 2019, the Maison is organising a Strap bar giving them an opportunity to personalise their watch with a new strap created on the spot in accordance with their personal wishes.

A leather workshop on the first floor of the boutique provides a detailed glimpse of the process involved in crafting a beautifully made strap. This full immersion into the heart of this highly distinctive expertise will range from the selection and cutting of the individual leathers to the gluing of individual linings, as well as stitching and the burnish applied to the edges. In less than two hours, customers can thus follow the fashioning of their strap from A to Z, after selecting the type of hide and finishes of their choice, the colour of the leather and the yarn, as well as the exact shade of the burnished edges. As an ultimate touch, they can even have the lining of the strap laser-engraved with a chosen message or motif.

## Strap Bar

From Friday 13<sup>th</sup> to Saturday September 21<sup>st</sup> 2019

Vacheron Constantin Geneva Boutique

Place Longemalle 1

T. +41 22 316 17 40



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.

#VacheronConstantin

  
**VACHERON CONSTANTIN**  
GENÈVE

