



VACHERON CONSTANTIN
GENÈVE

**Vacheron Constantin exhibits
two centuries of feminine creations**

MILAN, October 25

Vacheron Constantin Boutique, Via Pietro Verri, 9

FLORENCE, October 31 – November 7

Vacheron Constantin Boutique,
Ponte Vecchio, 52/R

Vacheron Constantin exhibits two centuries of feminine creations

MILAN, October 25 – FLORENCE, October 31 – November 7



VACHERON CONSTANTIN

GENÈVE

Overview

– Feminine Haute Horlogerie

– Two centuries of creativity in one exhibition

- The creative universe of Vacheron Constantin has been graced with feminine interpretations since the turn of the 18th century.
- To illustrate this rich horological legacy, faithfully mirroring various artistic currents, Vacheron Constantin presents a selection of feminine models from its private collection.
- Exhibited in Italy they pay tribute to the world of Haute Couture.

Vacheron Constantin is paying tribute to Haute Couture, a strictly codified, rigorously disciplined and imaginative universe with which it enjoys a close kinship. The selection of watches from the Maison's private collection highlights this powerful connection. On show for one month in October, these pieces testify to the feminine creativity that the Manufacture has been cultivating for more than two centuries.

Haute Couture and Haute Horlogerie demonstrate a powerful connection highlighted in their very names. Since the mid-20th century, Haute Couture Maisons have been governed by a set of rules that codify their activities, from the making of garments in the atelier to fashion shows. This uncompromisingly rigorous discipline naturally stimulates the imagination of these Maisons forming a whole world of style, luxury and quality. In the same way, their Haute Horlogerie counterparts such as Vacheron Constantin adhere to a number of precepts that ensure that their timepieces stem from a blend of artistry and knowledge. Vacheron Constantin shares with Haute Couture a concern for irreproachable quality dedicated to creativity and an approach to artisanal work characteristic of the artistic crafts. Finally, one cannot evoke this closeness without mentioning the feminine universe, the privileged field of expression of Haute Couture and the embodiment of Vacheron Constantin's artistic sensitivity for over two centuries.



Lady's wristwatch – 1948
(Ref. Inv. 10353)



Vacheron Constantin exhibits two centuries of feminine creations

MILAN, October 25 – FLORENCE, October 31 – November 7



VACHERON CONSTANTIN
GENÈVE

Overview

– Feminine Haute Horlogerie

– Two centuries of creativity in one exhibition

Feminine Haute Horlogerie

Women became interested in watchmaking at a very early stage of history, often in order to enhance their adornments with objects that were sometimes unusual but generally conceived as authentic jewellery. The practical aspects of these items were nonetheless not neglected, as evidenced by the many striking or calendar watches made for women. The earliest specimens preserved in the Private Heritage Collection date back to 1812

The Vacheron Constantin Heritage: a living and inspiring treasure

The Vacheron Constantin Heritage collections, comprising more than 1,300 pieces, bear witness to this formidable creative impetus in the field of ladies' watches. With a first historical reference dating back to 1815, a yellow gold pocket watch featuring a caseband finely engraved with a floral motif enhanced with garnets, the Maison provided early demonstrations of the special attention it devoted to women. Whether functional or ceremonial timepieces, jewellery or sports watches, Vacheron Constantin's feminine creations have always been able to capture artistic trends and adapt them to the clothing trends of the moment, to women's changing social status, to their desires as well as their wildest whims. Since the 1800s, they have continuously influenced the Maison's most accomplished creations.



Lady's secret wristwatch – (Ref. Inv. 11924): 1964
Lady's wristwatch – (Ref. Inv. 11247): 1924



Vacheron Constantin exhibits two centuries of feminine creations

MILAN, October 25 – FLORENCE, October 31 – November 7



VACHERON CONSTANTIN

GENÈVE

Overview

– Feminine Haute Horlogerie

– Two centuries of creativity in one exhibition

Two centuries of creativity in one exhibition

To illustrate these two centuries of watchmaking in the feminine mode, Vacheron Constantin has selected a few pieces from its Heritage collections. In the manner of a great couturier who designs clothes for special events, the Maison has chosen these timepieces to be associated with an outfit worn at a gala, tea time, lunch or cocktail party, while not forgetting the accessory watch, an indispensable object for people of good taste.

Gala

The selected watches were using the most delicate setting techniques. It is also interesting to notice that when wristwatches were born, the Platinum and gold bracelets were flexible to avoid the grubbing out of the bracelet and to provide the best comfort to the wearer.

During the Art Deco period appeared a wide range of different extravagant shapes: oval, rectangular, square with either sharp or rounded corners. Often elongated and curved in order to fit perfectly the wrist. Part of these creations became one of the esthetical signature of our Maison, which continued to imagine new shapes especially during the 70's, a disrupting and highly creative era.

- **Lady's brooch – (Ref. Inv. 11845): 1927**

Women's pendant-watch brooch in platinum of oval shape, geometric motifs in black champlevé enamel, brilliant- and baguette-cut diamonds, pearls, platinum chain with diamonds. Back paved with 139 diamonds (8/8) and 3 baguette-cut diamonds. Silver-plated dial, black enamel Arabic numerals.

- **Lady's wristwatch – (Ref. Inv. 11928): 1971**

Lozange-shaped 18K white gold and diamonds set jewellery lady's wristwatch. Bezel set with 42 baguette-cut diamonds, white gold engraved braided link bracelet.



Lady's brooch – (Ref. Inv. 11845): 1927

Lady's wristwatch – (Ref. Inv. 11928): 1971



Vacheron Constantin exhibits two centuries of feminine creations

MILAN, October 25 – FLORENCE, October 31 – November 7



VACHERON CONSTANTIN

GENÈVE

Overview

– Feminine Haute Horlogerie

– Two centuries of creativity in one exhibition

Tea-Time

Before watches were worn on the wrist, women used to wear them as pendants. Women were the first to wear wristwatches, long before they became widespread in the early 20th century. Vacheron Constantin has made its mark over time, from the first women's pocket watches made at the turn of the 18th century to elegant contemporary timepieces. Like the refined creations of Haute Couture, to which they are perfectly suited, the watches evoke dreams and passion.

- **Lady's Brooch – (Ref. Inv. 12020): 1902**

Women's round-shaped Art Nouveau pendant watch, yellow gold. Bezel and case middle hammered and decorated with leaves and flowers, finely chiseled back depicting a chrysanthemum with an antique-cut diamond set in the center. White enamel dial, stylized Arabic numerals in red enamel.

- **Lady's Pendant Watch – (Ref. Inv. 10184): 1910**

Women's pendant jewel watch in platinum and gold, antique-cut diamonds, with verdigris enamel collier, *guilloché* enamel dial, 12 Arabic numerals, and external minute track.



Lady's Brooch – (Ref. Inv. 12020): 1902

Lady's Pendant Watch – (Ref. Inv. 10184): 1910



Vacheron Constantin exhibits two centuries of feminine creations

MILAN, October 25 – FLORENCE, October 31 – November 7



VACHERON CONSTANTIN

GENÈVE

Overview

–
Feminine Haute Horlogerie

–
Two centuries of
creativity in one
exhibition

Luncheon

At first, during the roaring twenties, Vacheron Constantin followed the art deco tendency to structure and give some specific architecture to its creations with pure and sober lines. We then entered the so called Modern Era. Accessories were then vital components of an outfit, and secret timepieces became fashionable. From its first presentation at the Montres et bijoux exhibition in 1942, the Maison has always been notable for its design innovations, in response to the couture and women's requirements. Indeed, during elegant and special events, to read the time could be considered as very impolite, especially for a lady.

- **Lady's secret wristwatch - (Ref. Inv. 12066): 1946**

Lady's secret wristwatch in pink gold entirely engraved with a textured pattern, dome-shaped bracelet links
Silver-plated dial with vertical satin finish.

- **Lady's Wristwatch - (Ref. Inv. 11144): 1919**

Lady's lozange-shaped wristwatch in yellow gold with a polished yellow gold bracelet
Silver-plated dial with 12 Arabic numerals in black enamel and chemin de fer minute track.



Lady's secret wristwatch - (Ref. Inv. 12066): 1946

Lady's Wristwatch - (Ref. Inv. 11144): 1919



Vacheron Constantin exhibits two centuries of feminine creations

MILAN, October 25 – FLORENCE, October 31 – November 7



VACHERON CONSTANTIN

GENÈVE

Overview

– Feminine Haute Horlogerie

– Two centuries of creativity in one exhibition

Cocktail

Worn on the wrist, early wristwatches calibers (miniaturized pocket watches calibers) faced new constraints due to the shocks, humidity and temperatures changes.

During the 20th century most of the innovations were driven to improve the reliability of those calibers. Due to the large demand of varied shaped watches, watchmakers prefer to develop miniaturized calibers more appropriated to smaller watch dimensions. In 1915, Vacheron Constantin presented an extremely small in-line caliber (21.5 x 6.5 mm) that was so-called baguette and mostly used in jewelry watch. Later, the so-called baguette, 7^{mm} caliber used a patented system to protect the balance-wheel against the shocks.

- **Lady's wristwatch – (Ref. Inv. 10476): 1929**

Platinum rectangle shape lady's "Sporty" wristwatch, relief handles and silvered dial with 12 Arabic numerals painted. Double leather cord strap.

- **Lady's Secret Wristwatch – (Ref. Inv. 12027): 1971**

Lady's secret wristwatch in yellow gold, bezel in white gold bead-set with brilliant-cut diamonds, beehive-shaped bracelet links filled with lapis lazuli and white gold.



Lady's wristwatch – (Ref. Inv. 10476): 1929
Lady's Secret Wristwatch – (Ref. Inv. 12027): 1971



Vacheron Constantin exhibits two centuries of feminine creations

MILAN, October 25 – FLORENCE, October 31 – November 7



VACHERON CONSTANTIN

GENÈVE

Overview

– Feminine Haute Horlogerie

– Two centuries of creativity in one exhibition

Accessories

In 1879, Ferdinand Verger became Vacheron Constantin exclusive agent in France, a collaboration which will continue when Ferdinand's sons took over their father's business in 1920. Vacheron Constantin and Verger Frères will then create a very close partnership until 1938. During this period, taking advantage of reduced baguette movements, our Maison created many models for which Georges or Albert Verger will file patents such as "jalousie" shutter watches, bag watches called "captives" or finally chatelaine-type brooch watches. We then developed this art to create new ways of accessorizing the watches

• Retractable purse watch – (Ref. Inv. 11273): 1930

Purse watch in yellow gold close-set jade cabochons, black champlévé enameled geometrical patterns. Brushed silver dial with 12 gold "cubist" Arabic numerals and chemin de fer minute track.

• "Shutter" Purse watch – (Ref. Inv. 10444): 1930

Yellow gold, rectangular, "retractable" purse clock with Art Deco "sashes," engraved geometric motifs in black champlévé enamel and LR monogram. Silver-plated, satin-finished square dial in center. Applied Arabic numerals in gold, chemin de fer minute track. Retractable purse watch



Retractable purse watch – (Ref. Inv. 11273): 1930

"Shutter" Purse watch – (Ref. Inv. 10444): 1930



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, Fiftysix, 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.

#VacheronConstantin
#OneOfNotMany


VACHERON CONSTANTIN | ONE OF
GENÈVE NOT MANY.

