



VACHERON CONSTANTIN

GENÈVE

Yiqing Yin

A new talent joins the “One of not many”  
communication campaign

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May 26<sup>th</sup>, 2020 – Vacheron Constantin is delighted to unveil its latest talent to join the “One of not many” communication campaign. Yiqing Yin, a youthful prodigy in the world of Haute Couture, is joining the roster of talents who have chosen to collaborate with the Maison. She will epitomise the Égérie collection, dedicated to women and launched by the Manufacture in February 2020.

Born in Beijing in 1985, Yiqing Yin has been traveling the world since her childhood. At the age of four, she left China for Australia and France. A graduate of the *École Nationale Supérieure des Arts Décoratifs* in Paris, and armed with her innovative vision of Couture, Yiqing Yin sees garments as both a second skin and a supple, floaty envelope. Exploring the dynamic potential of pleats, she imagines vibrant structures that are never static but instead all about volumes in motion, and experiments with the way garments fall in a quest for smoothly flowing lines. She thus designs loose shapes with staggering structures. She admits her attraction to “*an intuitive method of creation, a sensory wandering and a search for voluntary accidents*”.

Acknowledged and respected within the select circle of Haute Couture connoisseurs, her universe naturally chimed with that of Vacheron Constantin. Yiqing Yin shares with the watchmakers and artisans of the Maison a concern for detail and a desire for discovery. Ties were thus woven between Haute Couture and Haute Horlogerie, two worlds where craftsmanship, expertise and rarity would be nothing without passion and creativity, a vocation that is constantly being challenged and reinvented in step with successive creations. The Égérie collection symbolises this encounter through the pleated dial and the off-centre aesthetic of its design.

The “One of not many” campaign presented in 2018 showcases talents whose personality and work express the constant quest for excellence, openness to the world and the spirit of innovation and creation characterising Vacheron Constantin. Singular, visionary and passionate, they are recognised experts in their own field, thereby also reflecting the concept of connoisseurs.



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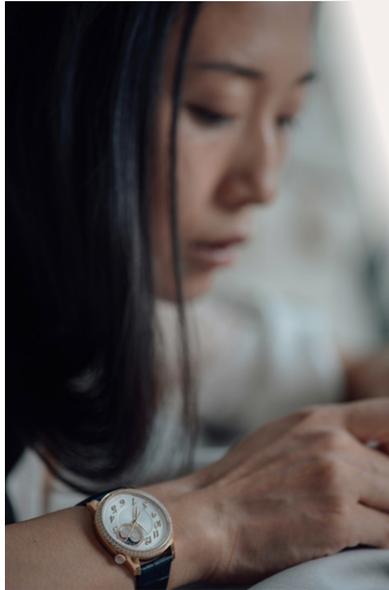
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A graduate of ENSAD (*École Nationale Supérieure des Arts Décoratifs de Paris*), Yiqing Yin was awarded the Grand Prix de la Création de la Ville de Paris in 2009. Following the Hyères International Fashion Festival in 2010, her dreamy creations were staged in the windows of the Ministry of Culture, at the Chaillot National Theatre and then at the prestigious Joyce Gallery. In June 2011, she won the ANDAM (*Association Nationale pour le Développement des Arts de la Mode/ANDAM Fashion Award Paris*) and held her first runway showing during the Haute Couture Paris Fashion Week. That same year, Yiqing Yin was one of eight young “designers to watch” selected by the French edition of Vogue. In 2013, Maison Léonard appointed the young designer to head its ready-to-wear collections. Yiqing Yin also works with prestigious brands such as Cartier, Guerlain, Hermès, Swarovski and Lancôme.

Since 2012, Maison Yiqing Yin has been officially included in the *Fédération Française de la Couture* official calendar as a guest member. In December 2015, the *Fédération Française de la Mode* rewarded her work through the attribution of the Haute Couture appellation.

As a complete artist, Yiqing Yin also explores other artistic worlds. In 2013, at the invitation of the Venice Biennale, she created the artwork *In-Between*. For her *Blooming Ashes* collection, she combined fabric with light in the *Stellar* dress, in collaboration with sculptor Bastien Carré. She has also worked in the world of dance by designing the stage costumes of the étoile ballet dancers Dorothee Gilbert and Mathieu Ganio for *Tristan and Iseult*, directed by Giorgio Mancini.

Yiqing Yin has been regularly invited to participate in art exhibitions around the world for several years. The exhibition titled “A world of Feathers” staged at the Museum of Ethnography in Stockholm; the “Haute Dentelle” exhibition at the Cité de la Dentelle in Calais; as well as the “Animalia Fashion” exhibition at Palazzo Pitti in Florence, are just some of the many events where she presents the major pieces of her Haute Couture collections. She was also a guest of honour, exhibitor, lecturer and member of the jury at the Arts of Fashion Foundation Symposium held in the Asian Art Museum in San Francisco in December 2019. Finally, she is delighted to be working on a film project that will be released in the course of 2020.



Founded in 1755, Vacheron Constantin is the world's oldest watch Manufacture in continuous production for over 265 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 unique and bespoke timepieces by means of its "Les Cabinotiers" department.

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#OneOfNotMany

  
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