

VACHERON CONSTANTIN
GENÈVE

Vacheron Constantin certifies its
entire range of watches using
Blockchain technology

Vacheron Constantin certifies its entire range of watches using Blockchain technology

- In 2019, Vacheron Constantin introduced digital certification of authenticity using Blockchain technology.
- Initially reserved for its vintage watches from Les Collectionneurs collection, all Vacheron Constantin timepieces will be delivered by the end of 2021 with a blockchain-based digital passport, secured by the Arianee technology.
- The Hour Club, the new site exclusively reserved for Vacheron Constantin customers, will also serve as a digital authentication platform for the Maison's watches.

Geneva, November 5th, 2020 – In 2019, Vacheron Constantin was among the first watchmakers to integrate Blockchain technology as part of an innovative service to clients and an increasingly environmentally friendly approach to certification involving less paper. The watches in Les Collectionneurs collection are thus accompanied by a digital certificate of authenticity that is perfectly forgery-proof. The success of the first test phase has prompted the Maison to extend this certification to all its timepieces. Vacheron Constantin customers will also be able to register and authenticate their timepieces throughout their lifetime via their very own dedicated platform: The Hour Club.

“Ever at the service of clients, Vacheron Constantin has always evolved with the times to meet client expectations. As one of the first watchmakers to ever pilot a digital certificate based upon Blockchain technology, in May 2019, the next step for our Maison is to extend the digital certification to all of our collections. We are happy to foster the creation of an open innovation ecosystem around blockchain for luxury”, says Louis Ferla, Vacheron Constantin CEO. *“Digital identities will transform the way one owns valuable assets, enabling owners to track the product lifecycle, share or prove ownership, and benefit from tailored services attached to each timepiece. On top of proof of ownership, our clients will benefit from Blockchain’s ability to store all information about a timepiece, including technical information, user guides, certifications, and product history. Our clients will benefit from a new galaxy of services, such as seamless resell on Watchfinder and online repair requests”.*


VACHERON CONSTANTIN
GENÈVE



Overview
–
About Arianee



Vacheron Constantin certifies its entire range of watches using Blockchain technology

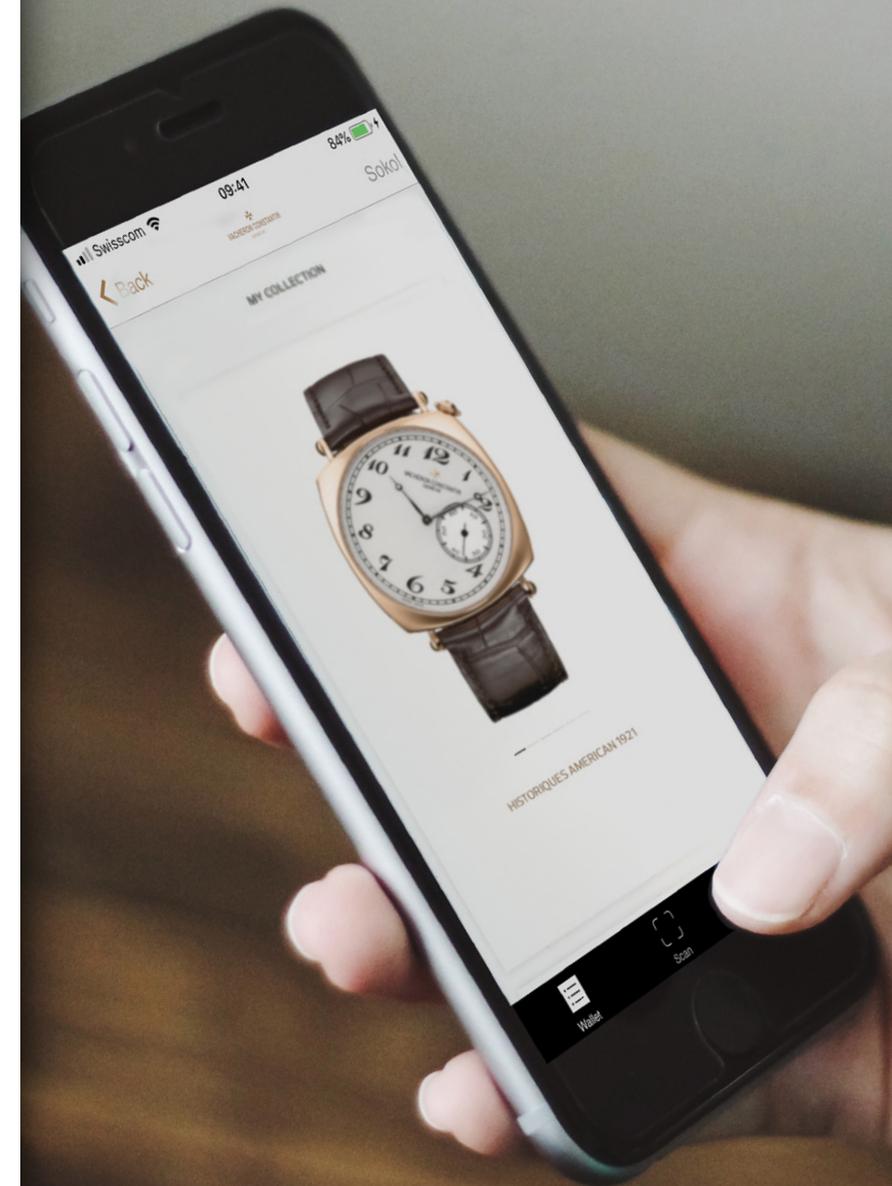
Blockchain technology is a solution to the fight against counterfeiting. This database system based on encryption-secured information avoids the need for paper-based authentication, which is easily subject to forgery. It thus makes it possible to create a digital certificate of authenticity that is resistant to any attempt at counterfeiting and which follows the watch throughout its lifespan, even as it changes owners. The unique certificate is attributed to the unique product, securing the data relating to the ownership, value, nature and authenticity of each timepiece.

"We are delighted to enable Vacheron Constantin with the capacity to issue and distribute digital identities based on the blockchain technology. We hope to contribute to make the ownership of a Vacheron Constantin timepiece even more exceptional, traceable and transparent, while opening the possibility for new services and seamless traceability", adds Pierre-Nicolas Hurstel, co-founder and CEO of Arianee.

In order to offer its clients the best possible guarantees, Vacheron Constantin decided to test this new certification in 2019. Vacheron Constantin conducted an initial test phase with Les Collectionneurs, a line of vintage watches, specifically chosen by the heritage specialists of the Maison for restoration and sold to connoisseurs at dedicated events. In addition to the paper certificate, these timepieces now come with a digital certificate guaranteeing their authenticity in a lasting, immutable and transparent manner. Following this extremely conclusive first test, Vacheron Constantin has decided to extend this new certification to all its timepieces and represents Richemont in the Arianee Consortium, as part of a strategy to foster open innovation in protocols and consortiums built around the technology. From the end of 2021, all of the Manufacture's watches will benefit from a digital certificate secured by the Arianee protocol integrated with this highly secure information storage and transmission system.

In addition to the Blockchain certification extension, Vacheron Constantin announces the launch of The Hour Club, an exclusive digital client platform. Through The Hour Club, Connoisseurs and owners of Vacheron Constantin watches will be able to discover a world of experiences with content developed specifically for them, including invitations to events held by the Maison. The platform will also serve as a medium for the traceability and authentication of timepieces. The Hour Club will be a watchmaking universe in its own right. With the new Blockchain digital certification, customers will take control over the quality, authenticity and traceability of their watch and its environment.


VACHERON CONSTANTIN
GENÈVE



Overview
-
About Arianee



Vacheron Constantin certifies its entire range of watches using Blockchain technology



About Arianee

Founded in 2017, Arianee is an independent, non-profit consortium whose mission is to implement a global standard for the digital certification of luxury goods. The Arianee protocol makes it possible to associate each luxury product with its own unique, unforgeable digital identity. This digital "identity card" opens up a secure, permanent, and anonymous communication channel between brands, products, and owners. Powered by blockchain technology, this solution is open-source and decentralized. Arianee proposes the first SaaS platform, backed by the first mobile solutions that allow brands a comprehensive use of Arianee's protocol.

- Overview
- About Arianee



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, Fiftysix, 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.

#vacheronconstantin
#OneOfNotMany



VACHERON CONSTANTIN
GENÈVE

