



VACHERON CONSTANTIN
GENÈVE

Vacheron Constantin
'One Of Not Many Mentorship Program'
in the Middle East

Vacheron Constantin 'One Of Not Many Mentorship Program' in the Middle East

Introduction

Six Inspiring Female Mentors

The Mentorship Experience

- Vacheron Constantin launches the "One of not many Mentorship Program" in the United Arab Emirates, in collaboration with Zayed University.
- A new educational initiative aiming at empowering young women.
- Six inspiring Emirati women to guide six senior undergraduates through a six-month journey of observation, exploration and experimentation.
- A collaboration between Vacheron Constantin and the Emirati couture Maison, Mauzan, which designed 7 unique abayas inspired by the Maison's Égerie collection.

Dubai, 20th October 2020 - Vacheron Constantin introduces the 'One of not many Mentorship Program', a new educational initiative in collaboration with Zayed University aiming at empowering young Emirati women.

For more than 265 years, the creative universe of Vacheron Constantin has been graced with feminine interpretations whilst capturing the spirit of its times. The Maison has always devoted great importance to meeting and exceeding women's expectations as reflected through its rich heritage of feminine timepieces. More recently, the Maison launched a collection fully dedicated to women. Born from the conjunction between the two worlds of Haute Horlogerie and Haute Couture, Égerie reflects today's modern woman: inspiring, independent and charismatic. The Égerie moon phase jewellery, its latest addition entirely bedecked in diamonds, take place at the highest level of craftsmanship and femininity, with a 37mm white gold case, a dial and a bracelet studded with 1,344 brilliant-cut diamonds.

As part of its feminine journey, Vacheron Constantin proudly reveals the 'One of not many Mentorship Program' in the Middle East, an initiative created to inspire and empower young women. The program beautifully mirrors the spirit of the Maison, faithfully perpetuating a proud heritage of know-how, passion, creativity and craftsmanship.



Lady's cuff watch in two-tone of gold - 1945



Lady's wristwatch in yellow gold - 1913



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Her Excellency Noura bint Mohammed Al Kaabi, Minister of Culture and Youth, President of Zayed University commented "One of Not Many Mentorship Program is an illustration of the dedication of Emirati women towards the development of their country. For a country to see substantial impact in any industry, the UAE has rooted itself in empowering its women through countless approaches - we are firm believers that women are a core pillar of our society. The program is a one of a kind learning opportunity for our students to work closely with brilliant female leaders in the UAE. I'm certain that this experience will be an extraordinary one for them, as they will get to learn directly from the source and they will be able at the end of the program to be more empowered to make decisions, identify goals and establish a sense of direction for their own careers and ambitions."

She added: "I would like to extend my sincere gratitude to the creators of this initiative - Tea Before Noon, Vacheron Constantin and Richemont group for collaborating towards their commitment to empowering women. I would like also to express my appreciation for the 6 mentors who will be dedicating their time and effort to enrich the experience of our students and upgrade their academic journey for this year with counsels and instructions".



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The 'One of Not Many Mentorship Program' is launched in collaboration with the prestigious Zayed University and Hala Al Gergawi, Founder and CEO of the local luxury consultancy, Tea Before Noon.

The program will give a unique opportunity to six ambitious senior undergraduate students to be mentored by six inspiring and successful Emirati women. Aligned with the United Arab Emirates government's vision and mission, the program aims to empower the role of youth in the community and encourage women to continue pursuing their dreams to attain their ultimate goals.

The six mentors to take part in this one-of-a-kind educational program are: Rafia Helal Bin Draï, Founder and Fashion Designer of Mauzan, Hala Al Gergawi, Founder and CEO of Tea Before Noon, Latifa Al Gurg, Fashion designer and Founder of Twisted Roots, Alia Al Shamsi, Author and Artist, Salama Al Shamsi, Founder of Salama's restaurant and Noora Shawqi, Jewelry Designer and Founder of Noora Shawqi.

"We have always been surrounded by leading Arab women and now, we are honoured to be collaborating with them through the 'One of Not Many Mentorship Program' with the prestigious Zayed University. Alia, Hala, Latifa, Noora, Rafia and Salama are such talented and inspiring women, each paving the way for the younger generations. We are very excited to witness them guide their selected students through the program, encouraging them and making a difference to their promising professional journey" comments Alexander Schmiedt, Regional Brand Director at Vacheron Constantin.



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Bridging together the worlds of Haute Couture and Haute Horlogerie with its feminine collection Égérie, Vacheron Constantin has collaborated with the talented Emirati couture designer and founder of Mauzan, Rafia Helal Bin Draï. Rafia is not only a mentor taking part of the 'One of Not Many Mentorship Program', but also she will design a capsule collection of 7 unique abayas inspired by the recently revealed Égérie collection timepieces, reflecting high craftsmanship, passion, creativity and concern for details. Known to be a true local couturier and empowering women through beautiful designs, Rafia's passion and creativity resonated with the Maison.



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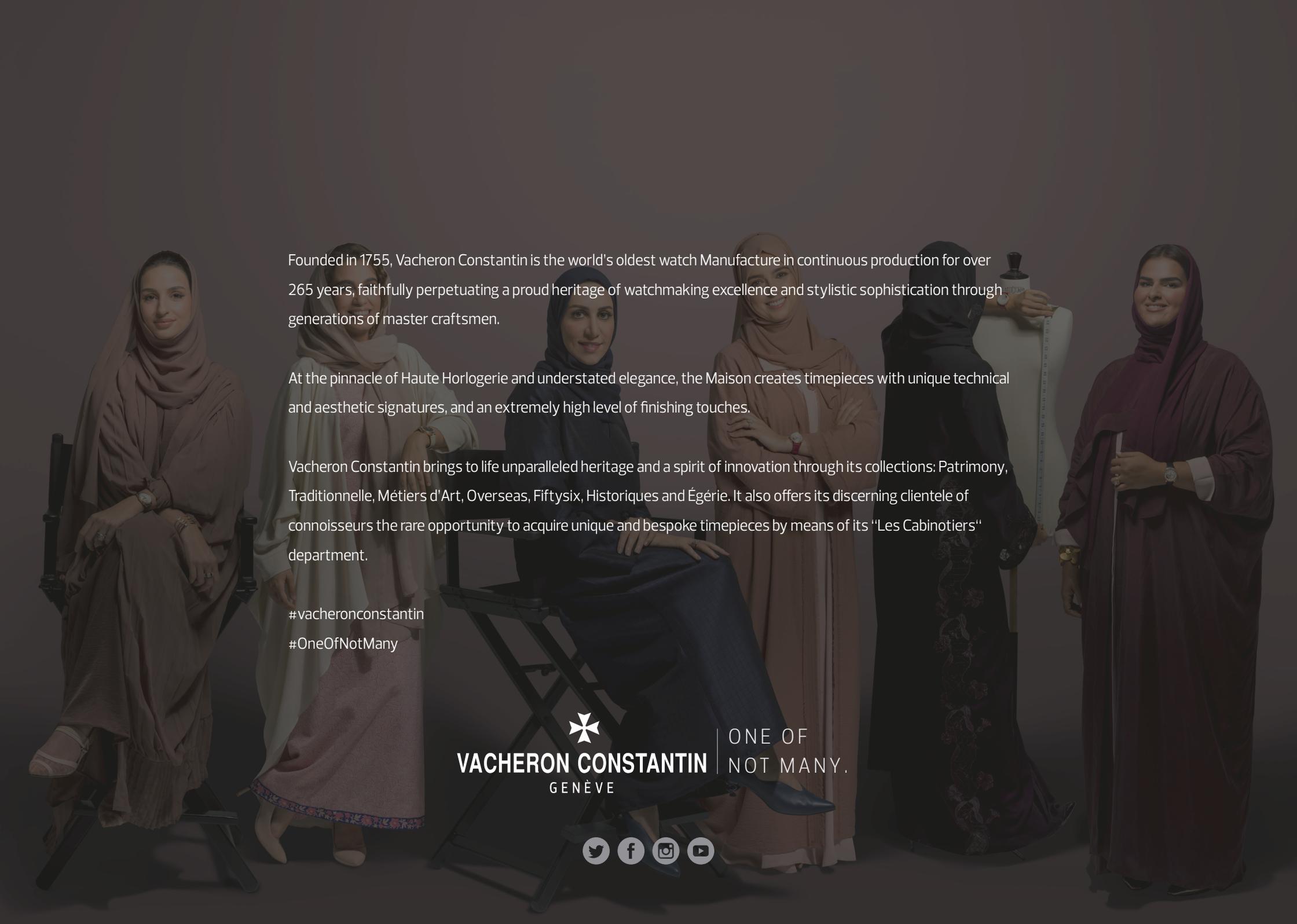
The Mentorship Experience

The Mentorship Experience

The mentorship journey will begin on November 2020 with a 3-week recruitment period. Based on their career aspirations, students will have the chance to apply through the Zayed University website to be guided by the mentor of their choice in the hope of being selected amongst the six final students.

The six duos will embark on a journey that will provide regular one-to-one sessions with their mentor, allowing them to observe, explore and experiment in a professional environment. Together, the mentors and the students will set the goal for this Mentorship Program to offer a tailored plan for each student in accordance with their objectives and helping them achieve their own professional destiny. Throughout the six months, the mentors will generously share their own experiences, career advice, and guide the mentee to discover the reality of their own field. The end of this unique program will also lead to a potential opportunity whereby any of the six selected students would take part of another enriching learning experience during an internship with Vacheron Constantin.





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.

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