



VACHERON CONSTANTIN
GENÈVE

Vacheron Constantin Celebrates
the Grand Re-Opening of
Landmark Prince's Boutique with
Less'ential Bespoke Event
June 2023

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Overview

- Vacheron Constantin has just re-opened its Landmark Prince's boutique with an emerging new design inspired by the Maison's design aesthetics
- On Friday, June 9, 2023, the re-opening was officiated to commence a specially curated Less'ential heritage exhibition in the boutique, and followed by a bespoke event exclusive to top VVIPs and watchmaking connoisseurs

June 2023 – On Friday, June 9, 2023, Vacheron Constantin celebrated the grand re-opening of their Landmark Prince's boutique with a ribbon-cutting ceremony in which the Maison's key stakeholders in the city were in attendance. The luxury Swiss watchmaking marque has nearly 270 years of uninterrupted history and time-honoured expertise, and the celebrations were another reminder of the brand's reputation of commitment to, not only their innovation and artistry, but also to Hong Kong and the remarkable number of cities around the world where Vacheron Constantin has anchored their boutiques with exclusive client-centric services throughout its long and illustrious history.

During the event, bespoke cocktails and canapes were served as guests perused the refined, contemporary interior inspired by the Maison's design aesthetics. Inside, the discovery table eye-catchingly displays Vacheron Constantin's mastery of Belle Haute Horlogerie savoir-faire: an extensive collection of novelty timepieces from simple to high complication creations including from this year's Watches and Wonders, as well as boutique exclusive and limited edition models across the Maison's signature timekeeping collections: Patrimony, Traditionnelle, Overseas, Égérie, Fiftysix, Historiques and Métiers d'Art; and to the left, a custom strap station presents both engraving and embossing bespoke options. The new boutique also has a dedicated VIP lounge where watch enthusiasts are encouraged to admire the Maison's novelty timepieces or exchange watch conversations in a more private and intimate atmosphere.


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In celebration of the boutique's re-opening, a specially curated heritage exhibition themed "Less'ential" will be on display until July 5. Historical timepieces from the Vacheron Constantin private heritage collection based in Geneva were flown in for the occasion to honour the Maison's mechanical perfection, timeless aesthetics, and meticulous attention to detail. From a 1940 yellow gold "Airflow" rectangular wristwatch with small seconds, to a post-war yellow gold "Surprise" pocket watch, onto later examples with more daring and fanciful designs such as the yellow gold Fancy Square wristwatch of 1970, the yellow gold "Prestige de France" asymmetrical timepiece with dual time display from 1978, through to 1985 with the unique yellow and white gold two-toned rectangular cuff watch, the pieces all display carefully calculated proportions where the pursuit of harmony are never better expressed than through the formal purity and clear, perfectly intelligible lines.



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The Less'ential theme continued as the revelries were moved up to the much-anticipated new hotspot that was just opened to the in the heart of Central, Forty-five. Sitting majestically atop the prestigious luxury destination, LANDMARK, the venue offers a breath-taking 360-degree views of Hong Kong's Victoria Harbour on the Sky Terrace, and it was the perfect backdrop to bespoke cocktails and canapes, as well as Less'ential photo-ops and lightbox backdrops, that were interspersed with 2 exciting live performances by Panther Chan and Terence Lam. The evening rounded up perfect examples of what it means to be dedicated to your craft, a philosophy that is conveyed most eloquently by Vacheron Constantin.


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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.

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#OneofNotMany

