



VACHERON CONSTANTIN
GENÈVE

Vacheron Constantin presented its novelties
for the year along with the "Less'ential" theme,
at The Shilla Seoul's Yeong Bin Gwan, Korea

From July 13 to 15, 2023

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Overview

Watches & Wonders Geneva
2023 Novelties

- The first presentation of Watches & Wonders Geneva 2023 novelties was held in Korea.
- "Less'ential" demonstrates the maison's originality by highlighting our essence through the value of understated aesthetics.
- Maison's timepiece revealed that simplicity becomes refinement, understatement takes a virtuoso turn, and pure design hints at meticulous attention to detail.

From July 13 to 15, 2023, at The Shilla Seoul's Yeong Bin Gwan, Vacheron Constantin presented an extensive collection that came alongside the first Korean unveiling of novelties from Watches & Wonders Geneva 2023. The collection also incorporated this year's thematic exploration of "Less'ential" timepieces, paying homage to the intricate craftsmanship cultivated over the past approx. 270 years. The exposition not only showcased the maison's aesthetic codes and minimalism, evident through the meticulous attention to detail in both the pure design and timepieces, but also underscored the essence of Vacheron Constantin that is encapsulated in its steadfast maxim: "Do better if possible, and that is always possible."



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Yeong Bin Gwan, the traditional beauty of hanok (Korean traditional architecture), was transformed into an venue exclusively for Vacheron Constantin, welcoming clients and press with a new look captured the beauty of a summer landscape and vibrant illumination at night. The exhibition area highlighted novelties created by the brand's watchmaking approach, which focuses on the essence by embodying understated aesthetics. Through its esthetic imprint, its iconic lines, its sublime textures and materials, Maison introduced the theme of "Less'ential", representing its pursuit of minimalism and originality. On the other side, an enchanting and immersive sound experience invoked a sensation of being at the heart of a watch, enabling visitors to uncover the intrinsic harmony achieved by the artisans of watchmaking and offering a moment of pause to listen to a "Watchmaking Symphony."

A dedicated lounge area provided an exclusive opportunity for guests to personally experience the latest releases as well as high complications and gem-setting. A wrist shot photo machine, specially designed to highlight the wrist wearing the watch, allowed clients to instantly capture their photos and share them on their social media or friends offered a distinctive experience.

To celebrate the event's culmination on the final evening, a special cocktail party served a glamorous new vibe to the event with an assortment of cocktails in Less'ential mood, and a captivating DJ performance. The event was highlighted by a performance by a rapper Beenzino, who recently released a new album and is an artist who writes lyrics with artistic and literary talent and actively collaborates with various artists in recognition of his unique musical world rather than chasing commercial popularity.



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Watches & Wonders Geneva 2023 Novelties

The novelties presented at Watches & Wonders Geneva 2023 exemplify Vacheron Constantin's watchmaking philosophy, which focuses truly on essential elements, keeping with one of the Bauhaus principles holding that "Less is more." Built upon this foundation, simplicity becomes refinement, understatement takes a virtuoso turn, and pure design hints at meticulous

attention to detail. Minimalism expressed through the prism of the Maison thus translates into timepieces where mechanical sophistication is carefully choreographed, beautifully balanced shapes achieve a state of grace and craftsmanship gives life to matter.



Traditionnelle Tourbillon Retrograde Date Openface
(2023)

Patrimony Retrograde Day-Date
(2023)

Overseas Moon Phase and Retrograde Date
(2023)

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With traditionnelle collection, the retrograde date display is complemented by a tourbillon. This is a model born from a combination of contemporary design and the wealth of Vacheron Constantin's watchmaking heritage. The Overseas collection integrates classic complications into sporty yet refined timepieces,

exuding a sporty temperament and inherent refinement. For the patrimoine collection, minimalist design meets watchmaking elegance and the shape of the domed dial with its intense reflections are highlighted by Retrograde date display. Vacheron Constantin's watches are "Less'ential" timepieces, focused on the purity of simplicity achieved through impeccable craftsmanship, refined techniques, and sophisticated design.



Overseas Self-Winding
(2023)

Traditionnelle Tourbillon
(2023)

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



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