



VACHERON CONSTANTIN
GENÈVE

Vacheron Constantin announces
the Grand Opening of its newest boutique concept
in Highland Park Village, Dallas.

29 November 2023

Vacheron Constantin announces the Grand Opening of its newest boutique concept in Highland Park Village, Dallas.

Overview

A new boutique nestled in the heart of Dallas

A 190-year love story with America

Vacheron Constantin Boutique

- A new boutique of 200 square meters nestled in the heart of Dallas
- A unique space for all horology enthusiasts to gain a deeper understanding of the Maison's heritage, craftsmanship and technical excellence

Vacheron Constantin, the luxury Swiss watchmaking Maison with nearly 270 years of expertise and continuous history, announces the Grand Opening of its newest US boutique, located in Highland Park Village in Dallas, Texas. This location is imbued with the spirit and iconography of Dallas which invites all connoisseurs of High Watchmaking to gather and explore artisanal craft, métiers d'art and sophisticated design.


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This new boutique promises an unparalleled experience that harmonizes sophistication, exclusivity, and world-class service. Behind the arched windows, visitors will discover a 200 square meter space which artfully mixes the traditional materials of the Maison – wood, bronze, leather and rich, colored lacquer – with a spectacular mural by Dallas-Based artist Drigo, and décor which reflect the soul of the city. Clients will be able to explore the depth of the Maison's rich history and breadth of fine timepieces and exclusive boutique models, relaxing in the generously appointed lounge or within the elegant showrooms. The Vacheron Constantin Boutique at Highland Park Village invites all those who appreciate fine watchmaking to immerse themselves into the culture, history, and tradition of excellence that defines Vacheron Constantin.

“Vacheron Constantin has always had distinctive style, putting a twist on classic elegance, which is a large part of why we have been so embraced by America throughout the years. We believe we have a shared spirit of individuality with Texas and the pioneering spirit of Dallas, which is why this is such a natural place to be. This new boutique will be a unique space for all horology enthusiasts to gain a deeper understanding of the Maison's heritage, craftsmanship and technical excellence. I look forward to welcoming connoisseurs and watch enthusiasts to this beautiful new space to experience Vacheron Constantin.”

says Alexander Schmiedt, President of Vacheron Constantin Americas.


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In 1831, Jacques Barthélemy Vacheron wrote a letter stating his intent to expand his business to the United States, and in 1832 the company established its first agent in New York. By the twentieth century, Vacheron Constantin timepieces could be found on the wrists of Hollywood Icons including actors Marlon Brando and Elizabeth Taylor, as well as eminent Americans such as members

of the Rockefeller family, Henry and William James, and automobile manufacture James Ward Packard to name a few. Of the many innovative and historically important Vacheron Constantin timepieces, special references inspired by American clients include one of the first large wristwatches for aviators, a series of pocket watches for the U.S. Corps of Engineers during WWI, and just a few years later, the cushion-shaped "American 1921", a classic yet daring tilted dial design created for the American market.



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Address

93 Highland Park Village
Dallas, Tx 75205

Hours of operation

Monday 10am – 6pm
Tuesday 10am – 6pm
Wednesday 10am – 6pm
Thursday 10am – 6pm
Friday 10am – 6pm
Saturday 10am – 6pm
Sunday 12pm – 5pm

Phone Number

214.261.0005

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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.

#VacheronConstantin

#OneOfNotMany


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