



VACHERON CONSTANTIN  
GENÈVE

New boutique at 88 Collins Street  
Melbourne



## New boutique at Collins Street, Melbourne

Melbourne, November 2019 – The first Vacheron Constantin boutique in Australia opens at 88 Collins Street, Melbourne

Located at the top end of Collins Street, this new exclusive boutique allows both watch enthusiasts and collectors a chance to further appreciate the culture, history and tradition of excellence that defines the world of Vacheron Constantin.

In 1881, William Ernest Cooke, the renowned Australian astronomer, wrote to Vacheron Constantin regarding the commission of his pocket watch. Ever since, the Maison has enjoyed a flourishing relationship with the country.

"We are delighted to welcome our clientele of connoisseurs and watch collectors to our first boutique. It will enhance our Australian client's understanding of Vacheron Constantin, and the Maison's commitment to 'La Belle Haute-Horlogerie'" said Philippine Vidal, Brand Director for Vacheron Constantin Australia.

Nine exclusive Vacheron Constantin restored vintages pieces from Les Collectionneurs will be available from November to January in celebration of the new boutique opening. The pieces from this collection will be available for purchase, come with a 2 year warranty as well as a digital certification of authentication with Blockchain technology that was recently announced by the Maison.

### BOUTIQUE ADDRESS

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Founded in 1755, Vacheron Constantin is the world's oldest watch Manufacture in continuous production for over 260 years, faithfully perpetuating a proud heritage of watchmaking excellence and stylistic sophistication through generations of master craftsmen.

At the pinnacle of high horology 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 key collections: Patrimony, Traditionnelle, Métiers d'Art, Overseas, Fiftysix and Historiques. 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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