

JEWELRY

Vacheron Constantin's first foray into ecommerce sees limited-edition sell out in half-hour

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Vacheron Constantin Historiques Cornes de Vache 1955 Limited-Edition for Hodinkee

By STAFF REPORTS

Swiss watchmaker Vacheron Constantin experimented with online ordering for the first time through a partnership with horology publication Hodinkee.

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Vacheron Constantin and Hodinkee teamed for the project back in 2015, which resulted in the creation of the Vacheron Constantin Historiques Cornes de Vache 1955 Limited-Edition for Hodinkee. Due to the watchmaker's lack of ecommerce on its Web site, Hodinkee served as the selling platform for the collaboration.

Try it out

Vacheron Constantin's first Cornes de Vaches, or "cow horns," platinum chronograph was developed in April 2015 as a limited-edition inspired by a 1950s-era manually-wound watch. A second edition followed in rose gold in 2016.

The third edition of the Cornes de Vaches has been designed in stainless steel.

Only 36 pieces were created, with the watches' casebacks engraved with "Limited-Edition of 36 for Hodinkee." The number of pieces was selected as a historical reference to Vacheron's original production count for Cornes de Vache chronographs in the 1950s.

"While Vacheron's other mid-century chronographs -- references 4072 and 4178 -- did see a few steel examples, the Cornes de Vache in its original and modern incarnations was never made in steel, until today," said Ben Clymer, founder of Hodinkee, in a statement.



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The timepiece comes on a Vacheron matte grey alligator strap and two custom straps designed specifically for the Cornes de Vaches Limited-Edition for Hodinkee. The additional straps are in a natural Barenia leather and a light grey, textured calfskin.

Hodinkee retailed the Cornes de Vache for \$45,000, and opened an online reservation request portal to field potential buyers.

The timepiece was sold on a first-come-first-serve basis. The first 36 watch enthusiasts to file a request were contacted by Vacheron Constantin over the phone to complete the order.

Richemont-owned Vacheron Constantin announced on social media Feb. 10 that the Cornes de Vache 1955 Limited-Edition for Hodinkee sold out in 30 minutes.

With slipping sales, fine watchmakers have been embracing digital selling tactics more than ever in hopes of reaching young consumers.

For example, Swiss watchmaker Jaeger-LeCoultre is stepping away from typical luxury watch manufacturer strategy with an innovative experience that introduces a chatbot to Facebook followers as an out-of-store associate.

Interested customers on Facebook can now interact with Jaeger-LeCoultre to find the perfect watch for them. The chatbot recommends suitable watches based on users' responses to questions, a strategy that greatly differs from traditional watch brands that usually rely on their name to carry them ([see story](#)).