

JEWELRY

Vacheron Constantin expands into Canada with Toronto opening

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Inside Vacheron Constantin's Yorkdale Shopping Centre boutique. Image courtesy of Vacheron Constantin

By STAFF REPORTS

Swiss watchmaker Vacheron Constantin has opened its first boutique in Canada as part of its larger expansion in North America.

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The Richemont-owned brand has set up shop in Toronto's Yorkdale Shopping Centre, joining brands such as Bulgari, Montblanc and David Yurman in the upscale mall. Canada has recently seen a surge in interest from luxury retail, as U.S. department stores have expanded to their northern neighbor for the first time in recent years.

Canadian debut

Vacheron's 700-square-foot boutique carries the watchmaker's entire range. It will also retail styles exclusive to the location.

Consumers can visit the boutique to customize a watch through the brand's Ateliers Cabinotiers service.

For the boutique's design, Vacheron Constantin landed on a color palette that incorporates bronze and black. The store's walls are covered in Venetian plaster, while the back wall is covered in oak paneling with cut out shadow boxes.

At the center of the store are two custom chandeliers in black Murano Venetian glass, while display cases also incorporate glass to lighten the space.



Exterior of Vacheron Constantin's Yorkdale Shopping Centre boutique. Image courtesy of Vacheron Constantin

This store adds to Vacheron Constantin's store network of more than 60 boutiques, which spans about 80 countries.

"Our first Canadian store marks an important step in our maison's expansion in North America," said Leslie Kobrin, president of the Americas at Vacheron Constantin, in a statement. "We are delighted to have the opportunity to serve Canadians with a boutique in the Yorkdale Shopping Centre, Canada's leading shopping destination with over 270 fashion, technology and luxury brands, and best-in-class services.

"Our location, strategically situated in Yorkdale, will enhance our client's understanding of Vacheron Constantin, its heritage and its commitment to excellence in high watchmaking."

According to a recent report from [Euromonitor](#), Canadian luxury retail has grown thanks both to local audience interest and shopping tourism. While the researcher warns that the growth is set to slow in the near future, Euromonitor believes that brands at the top of the market will be insulated, with their highly affluent audience not changing their behavior.

In 2015, fellow Richemont watchmaker Jaeger-LeCoultre also extended its distribution with the opening of its first boutiques in Canada.

Following growth in the United States, the timepiece manufacturer is seeking the neighbors to the north with stores in Vancouver and Toronto, bringing its North American direct-operated stores count to 11. Luxury brands are increasingly looking toward Canada, expanding their physical presence in key locations across the expansive country ([see story](#)).