

JEWELRY

Vacheron Constantin begins vintage-theme Instagram feed

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Vacheron Constantin's first vintage piece to featured in the 222 model. Image credit: Vacheron Constantin

By JEN KING

Swiss watchmaker Vacheron Constantin is building a community based on the popularity of its vintage timepieces with the launch of a dedicated Instagram account.

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Vacheron Constantin's vintage timepiece-themed Instagram account takes its name from the watchmaker's discussion forum, The Hour Lounge. Similar to the passionate haute horlogerie conversations had on its form, Vacheron Constantin's @TheHourLounge Instagram account will give enthusiasts a new platform to discuss and share interest in the brand's vintage timepieces.

"There is an incredibly large community of vintage watch enthusiasts and collectors on Instagram," said Laurent Perves, chief marketing officer at **Vacheron Constantin**, Geneva. "We want to share with them all the richness of our 262 years of existence, from stories and documents to actual watches, but also allow them to share, ask and discuss on the vintage- and high-watchmaking heritage topics.

"From what we see on the lounge but also every day in our boutiques, points of sales and events, watch collectors are present across all socio-demographic categories, whether we talk about gender, age or economic level," he said. "A vintage watch fan does not have to be old or even to be a client.

"We see today the emergence of a new generation of younger collectors that are as involved and knowledgeable as our most ancient fans. This mix of generations and culture shows the huge interest and potential of The Hour Lounge platform, which we also aim to extend out of the digital world."

#VintageVacheron

Launched Sept. 14, Vacheron Constantin's @TheHourLounge will explore the watchmaker's more than 260-year heritage through historical and vintage timepieces.

Similar to its namesake discussion forum, the watchmaker hopes @TheHourLounge will give its enthusiasts an outlet to share images of beloved vintage timepieces made by Vacheron Constantin over its long history.

The Instagram feed will showcase museum pieces, archive documents and Vacheron Constantin's early

advertising. Vintage-related watch news will also be shared on the account as the Instagram is geared toward collectors and connoisseurs of historical timepieces.

Vacheron Constantin's first posts to the account create a tile mosaic of the Vacheron Constantin 222 model, first launched in 1977. At the center of the nine tiles is a slideshow video clip that includes the different variations of the 222 model while the caption tells the story behind the timepiece.



Other posts include vintage Vacheron Constantin styles no longer in production, an advertisement for the brand's watches dated 1900 and the explanation behind the watchmaker's 1880 adoption of the Maltese cross as its official logo.

As the @TheHourLounge feed is developed, brand enthusiasts will hear from Alexandre Ghotbi, founder of The Hour Lounge forum and current associate director at Phillips Watches and Christian Selmoni, style and heritage director at Vacheron Constantin.

Mr. Ghotbi and Mr. Selmoni will be active on the account as vintage Vacheron Constantin experts along with external contributors such as influencers, collectors and watchmakers.

In the future, @TheHourLounge will include brand stories, influencer takeovers and live videos facilitated by Instagram Stories.

Something for everyone

Dedicated Instagrams are becoming more popular among luxury brands who are looking to speak directly to a particular segment of their consumer base.

For example, French couture house Christian Dior recently expanded its Instagram footprint further with the creation of a perfume-centric account.

Since the launch of its makeup Instagram profile last year, Dior has added accounts for its childrenswear and menswear, creating spaces to serve up content to a more specific audience. Now, the brand is reaching out to fragrance aficionados with its newly created @DiorParfums handle ([see story](#)).

The dedicated Instagram account tactic has also been explored as a way to concentrate on a specific campaign initiative, often those that are annual or ongoing.

Prada-owned Miu Miu, for instance, created dedicated Instagram specific to its "Women's Tales" film series prior to the premiere of the fourteenth installment, "(The [End] of History Illusion)," which debuted at the 2017 Venice Film Festival.

The @MiuMiuWomensTales Instagram account is dedicated to past films in the series and will announce and share those to come. Miu Miu's account also features various pieces of artwork that represent different aspects of each of

the 13-film series ([see story](#)).

If consumers are passionate about a particular facet of a campaign, it is in a brand's best interest to explore the topic and provide an outlet for enthusiasm. For Vacheron Constantin, the creation of @TheHourLounge was in response to a consumer demand.

"This is what our clients, collectors and fans are doing and want to do more," Vacheron Constantin's Mr. Perves said. "We have a passionate audience, craving to learn, discover and discuss or even debate about a wide variety of topics surrounding high-watchmaking.

"Having created the first watch brand discussion forum 10 years ago with The Hour Lounge, it was only normal to pursue this collective journey on a more actual and relevant channel such as Instagram," he said.

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