

JEWELRY

## Leslie Kobrin – Luxury Woman to Watch 2018

October 3, 2017



*Leslie Kobrin is president of the Americas, Vacheron Constantin*

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By STAFF REPORTS

### Leslie Kobrin

President of the Americas, **Vacheron Constantin**, New York

"It is not insignificant to be an American woman hired to the helm of the world's longest continuously operating watch manufacture in an industry traditionally dominated by European men"

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What do you most like about your job?

My position as the president of the Americas for luxury watchmaker Vacheron Constantin affords me the opportunity to build strong meaningful relationships with our individual watch collectors as well as our business partners.

I work for such a historic watch maison. Not only is our rich history and transmission of knowledge fascinating, but I've been exposed to the incredible art and craft of high watchmaking which Vacheron Constantin does so beautifully.

I've grown an immense appreciation for the highly technical achievements and boundary-pushing timepieces our "haute horlogerie" master watchmakers create in Geneva.

What is the biggest challenge in your job?

Overseeing the Americas as one global region at Vacheron Constantin. My biggest challenge at the moment is strategically aligning our North American, South American and Caribbean interests, as the position was previously separated between North and South America.

This involves managing my time and physical presence to really ensure our goals, relationships and tactics are in sync, yet adaptable for any necessary changes that may arise.

What is your work priority for 2018?

I began my position with Vacheron Constantin in April of this year, so for now my work priorities are quite straightforward.

I tell my team often [that] the critical foundation for any successful business is built upon relationships, relationships, relationships.

I'm focused on building strong networks and relationships across business partners for 2018 in an effort to hit both financial goals and grow our brand awareness in North and South America, particularly amongst a younger demographic, while staying true to Vacheron Constantin's rich heritage and human values.

What is your proudest achievement in luxury?

While I have many achievements that I'm proud of from my time with Van Cleef & Arpels, Chantelle and Bobbi Brown, my proudest achievement to date is my current position as president of the Americas for Vacheron Constantin.

It is not insignificant to be an American woman hired to the helm of the world's longest continuously operating watch manufacture in an industry traditionally dominated by European men.

I am proud to be tasked with building this maison here in the Americas.

How do you see luxury evolving in 2018?

The client experience is incredibly important to Vacheron Constantin and we believe the human touch of in-person brick-and-mortar experiences will be key to the maison's success.

However, luxury brands are becoming more comfortable with the digital landscape and I believe we will see even the most high-priced brands begin to sell their products online.

For Vacheron Constantin, synergy between the digital channels and the traditional network will be essential to our continued success. Consumer behavior regarding both digital and in-store experiences are constantly evolving, so we need to be certain in-store and digital experiences are tailored to our customers' needs.

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