

JEWELRY

Vacheron Constantin breaks the mold with digital endeavors for Baselworld

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Vacheron Constantin looks to new social initiatives. Image credit: Vacheron Constantin.

By BRIELLE JAEKEL

Swiss watchmaker Vacheron Constantin is taking a modern yet unrivaled approach to leverage its influence as a coveted brand with two new digital pushes.

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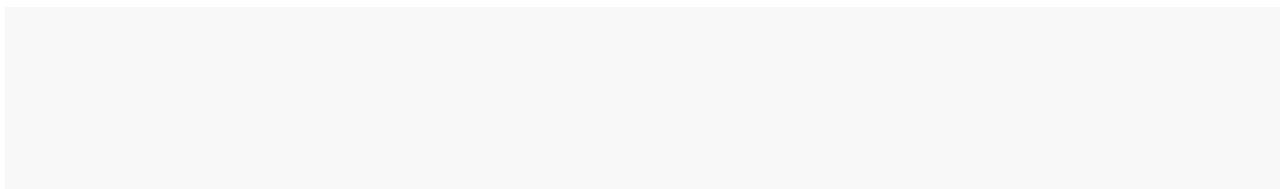
Many luxury brands have yet to embrace the benefits that messaging forum platform Reddit can provide when catering to a highly loyal fan base. Vacheron Constantin is looking to the social site to get closer to consumers, and is also creating a chatbot for better digital customer service.

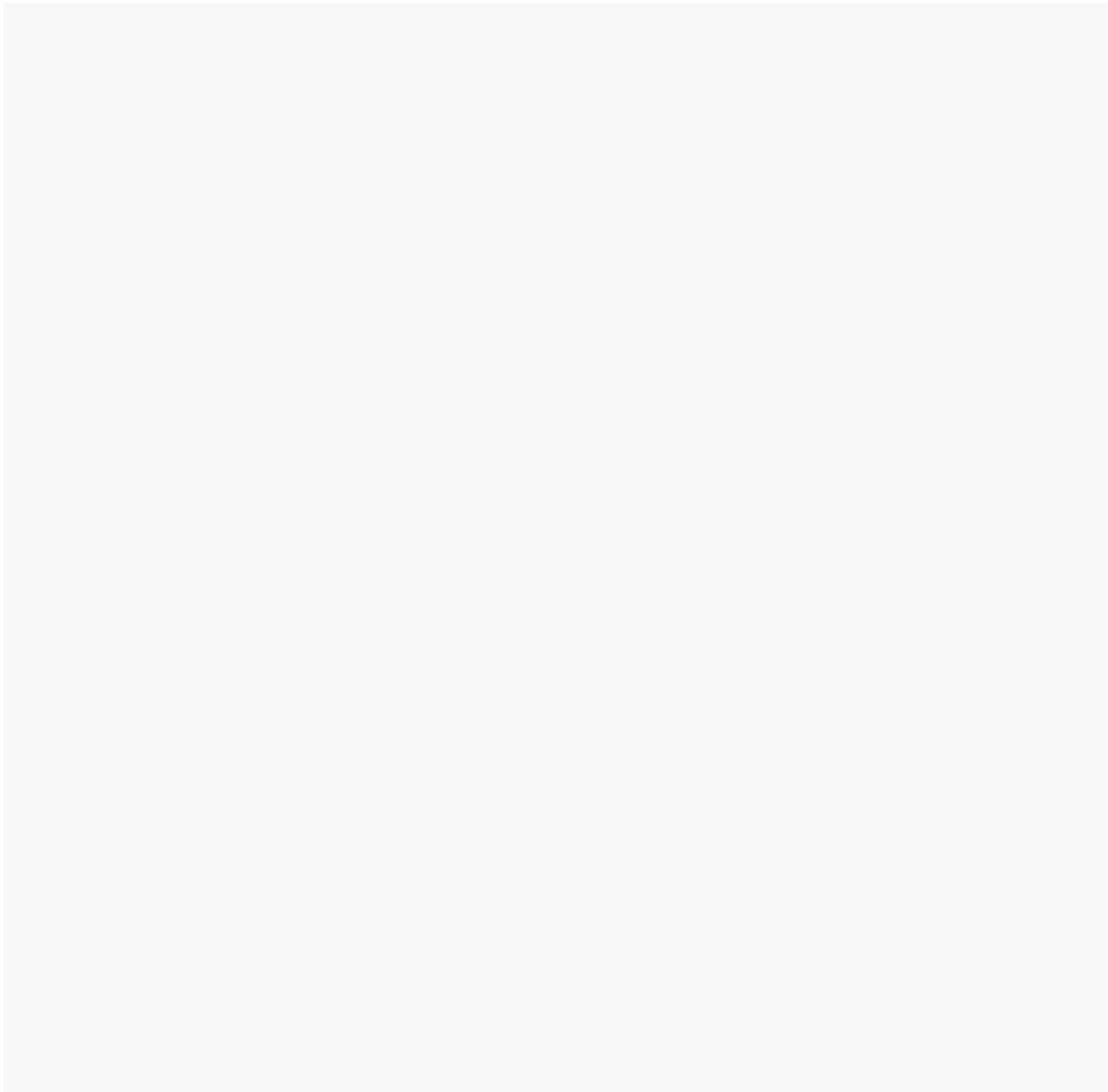
"More than 'innovative,' these activities are importantly 'relevant' to the modern communities of watch fans," said Laurent Perves, chief marketing officer at **Vacheron Constantin**. "While the Maisons's stories, values and savoir-faire are perpetuated since 1755 and remain at the core of Vacheron Constantin message, communication means, usage and channels are constantly evolving and it is only natural that, as a Maison placing its clients and fans at the center of our strategy, we do leverage these channels and get in touch with these communities."

Uniqueness and technology

In congruence with Baselworld, Vacheron Constantin is taking a free-spirited approach to communicate with followers through a Reddit "Ask Me Anything" forum, also known as an "AMA."

Claiming the relaxed tone is in-line with the brand's image, Vacheron Constantin will be answering questions regarding the brand such as its designs, its history, new launches and its values.





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A post shared by Vacheron Constantin (@vacheronconstantin) on Mar 20, 2018 at 1:05am PDT

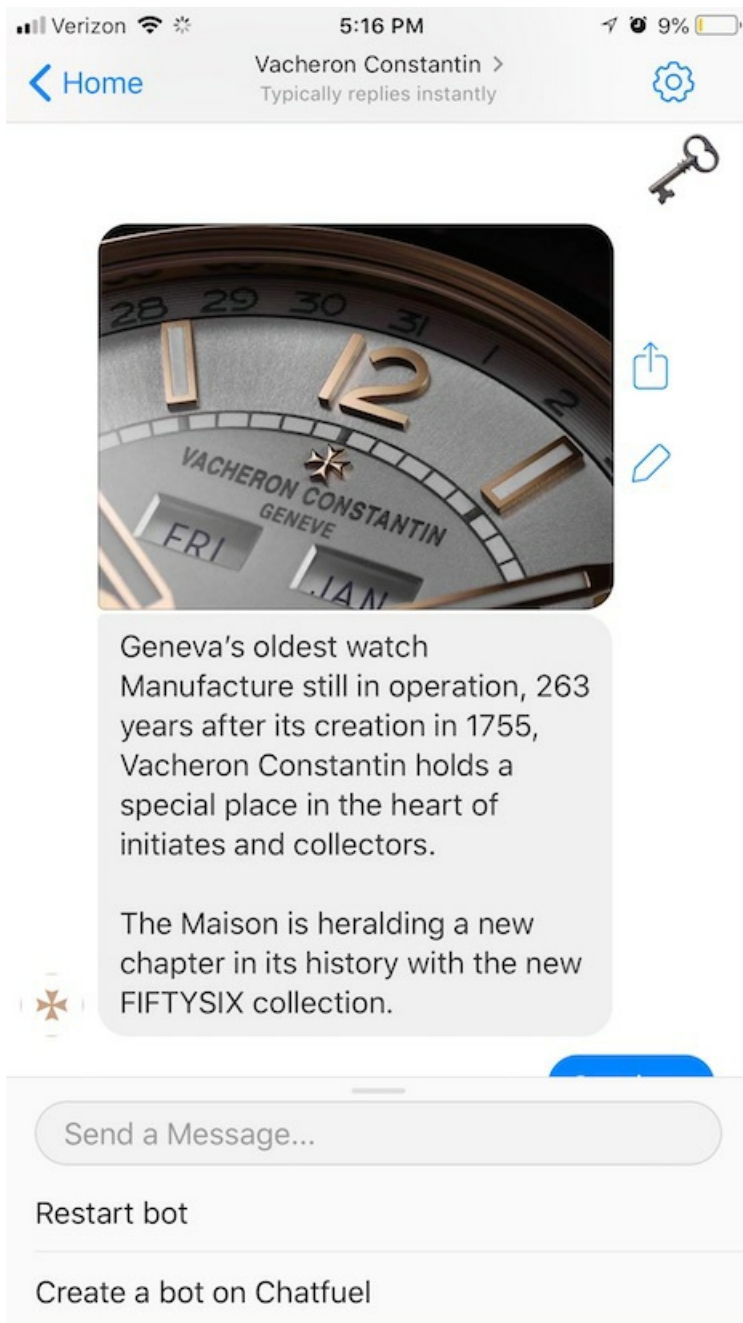
The discussion will take place live on Reddit on March 29 at 8 p.m. in Geneva.

Hosted by Christian Selmoni, the style and heritage director at the brand, the forum hopes to engage young watchmaking fans.

Reddit offers a unique opportunity to create a dialogue with passionate fans that many other platforms cannot. But many luxury brands have left this as uncharted territory.

Many think of Reddit as less luxurious and more subcultural. But its tribal nature is what makes it an important place for high-end brands, since their consumers are usually significantly devoted.

The watch brand also took to Facebook Messenger for a chatbot experience that will not only assist customers with any shopping or service need they have, but also help introduce them to new products.



Vacheron Constantin's chatbot experience

Vacheron Constantin's Fiftysix Experience through its chatbot takes on an interactive approach as an introduction of its Fiftysix collection.

After users opt in, they can interact with the brand by selecting various emojis that will prompt the brand to respond, such as pressing a key to unlock the experience.

The experience then takes a conversational approach to the history and design behind the line, as if talking to a friend.

Watchmaking and Instagramming

Vacheron Constantin built a community based on the popularity of its vintage timepieces with the launch of a dedicated Instagram account.

The brand'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 forum, Vacheron Constantin's @TheHourLounge Instagram account will give enthusiasts a new platform to discuss and share their interest in the brand's vintage timepieces ([see more](#)).

The brand also recently experimented with online ordering for the first time through a partnership with horology publication Hodinkee.

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 ([see more](#)).

"Reddit has the advantage of being a truly global platform and to enable watch amateurs to discover and learn more about their favorite Maisons and timepieces," Vacheron Constantin's Mr. Perves said. "Enabling live conversation with these connoisseurs and fans is a fantastic way to strengthen our bounds but also to share vision and ideas with our most important influencers and stakeholders."

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