

JEWELRY

Vacheron Constantin brings emotions to Harrods' Fine Watch room

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Vacheron Constantin hosts an exhibition in Harrods. Image credit: Harrods

By STAFF REPORTS

Swiss watchmaker Vacheron Constantin is showing off the emotion of its watchmaking business in a new exhibition at British department store Harrods' Fine Watch department.

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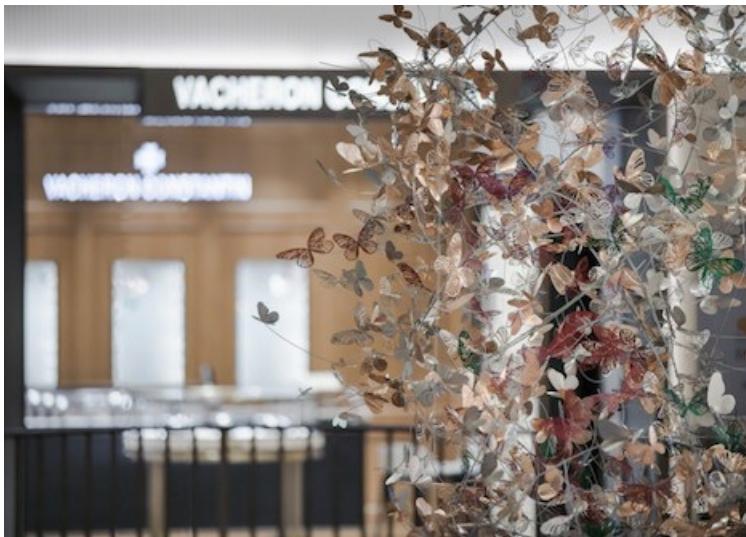
As part of Harrods' ongoing effort in experiential retail, Vacheron Constantin will be the latest to take over its Fine Watch area, hosting the exhibition in its atrium. "Watchmaking Emotions" will bring timepiece aficionados into its brand world, hoping to take them on an artistic journey.

Vacheron Constantin's world

The watchmaker has assembled various scenes through the use of infinity mirror windows.

Each scene puts a Vacheron Constantin watch at the center of its story and depicts "the international and cultural translation of the emotions evoked by the timepieces and their universe," according to the brand.

The exhibition will run until Sept. 12.



Vacheron Constantin's "Watchmaking Emotions" exhibition. Image credit: Harrods

"Having launched our new Vacheron Constantin boutique in late 2017, alongside the total transformation of Harrods Fine Watches department, we are thrilled to continue this partnership now with the launch of the beautiful Watchmaking Emotions exhibition," said Beth Hannaway, general merchandise manager of fine jewelry and fine watches at Harrods, in a statement. "We were inspired by the spirit of this exhibition and are delighted to bring it to life at Harrods this summer.

"We always strive to offer our clients something new and exciting to discover each time they visit our Knightsbridge home, and see this as the perfect story to tell this summer, celebrating the individual interpretations of love and excitement, unique to each country, a selection of which are on display here," she said. "This exhibition also perfectly heroes the launch of two new Traditionnelle watches, exclusive to Harrods, which we have been delighted to partner with Vacheron Constantin to create.

"We truly hope that our clients will delight in exploring this exhibition and uncovering the new creations as much as we have."

Harrods recently took a journey through time with an in-depth experiential dive into luxury watches.

As bricks-and-mortar stores are leveraging their physical presence to create interactive initiatives, Harrods used its luxury timepiece knowledge to hold a series of talks on the subject. Discussions and events were held in the Fine Watches rooms in Harrods' ground floor ([see story](#)).

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