

WATCHES AND JEWELRY

Vacheron Constantin's Angela Au-Yeung: Luxury Woman to Watch 2020

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Angela Au-Yeung

By STAFF REPORTS

Luxury Daily annually honors 25 smart women executives who show the potential to make a difference next year in the luxury business. This year's list features honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Angela Au-Yeung, chief digital officer, **Vacheron Constantin**

"Fostering an entrepreneurial mindset and a startup culture internally is challenging, but also fun and gratifying at the same time"

What do you most like about your job?

Working at Vacheron Constantin's global headquarters is a precious opportunity for me to get close to our beautiful creations and the real people behind them.

This is where we give birth to our timepieces, and being inside the sanctuary full of inspiration does spark ideas and creativity to amplify the Vacheron Constantin values through digital means, which is a major part of my job.

What is the biggest challenge in your work?

I'd say meeting the growing expectations of our clients is the most challenging.

We hope to deliver the best we can on all fronts, and ensure they will experience our maison offerings consistently across all touch points and around the world. This is no easy task.

What is your work priority for 2020?

The number one priority is to focus on our clients.

Quoting Jeff Bezos, "It's easy to say, but difficult to do." In luxury, we try hard to provide tailored treatment and

services that suit our client needs as much as possible.

Thanks to technology and the design of clienteling applications, we will be able to communicate, serve and listen to our clients more effectively.

The listening part is especially important.

In 2020 we will place stronger emphasis in using client feedback to constantly optimize our offerings, be it products, services, or experience.

Another priority is to transform the business together with our people.

Fostering an entrepreneurial mindset and a startup culture internally is challenging, but also fun and gratifying at the same time.

What is your proudest achievement in luxury?

First, built a team and an end-to-end platform from scratch in China for omnichannel, direct-to-customer digital activities, all on a legacy infrastructure.

Most recently, being part of a tribe at Vacheron Constantin and the Richemont Group to initialize a proof of concept leveraging blockchain technology.

The idea is to issue the clients of Les Collectionneurs, our vintage collection, digital certificates of ownership on the blockchain.

Our timepieces last for a long time, we may as well preserve their stories with the help of this rapidly developing technology that creates additional value to our clients.

How do you see luxury evolving in 2020?

I expect to see luxury accelerate its transformation through digitalization in 2020, similar to what has happened in other categories.

Players who can apply technology to amplify the beauty, craftsmanship and quality inherent in luxury products and experiences will make the landscape more competitive and vibrant.

I also hope to see more competition and disruption that will make the industry even more interesting.

[Please click here to see the entire Luxury Women to Watch 2020 list](#)

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