

WATCHES AND JEWELRY

## Vacheron Constantin renewed cultural partnership with France's Louvre to birth exclusive timepieces

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*Jean-Luc Martinez, president-director of the Musee du Louvre, and Louis Ferla, CEO of Vacheron Constantin, outside the museum. Image courtesy of Vacheron Constantin*

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By MICKEY ALAM KHAN

Swiss watchmaker Vacheron Constantin is partnering with Paris' Muse du Louvre after a short hiatus to collaborate on projects in the fields of craftsmanship, haute horlogerie, art and culture.

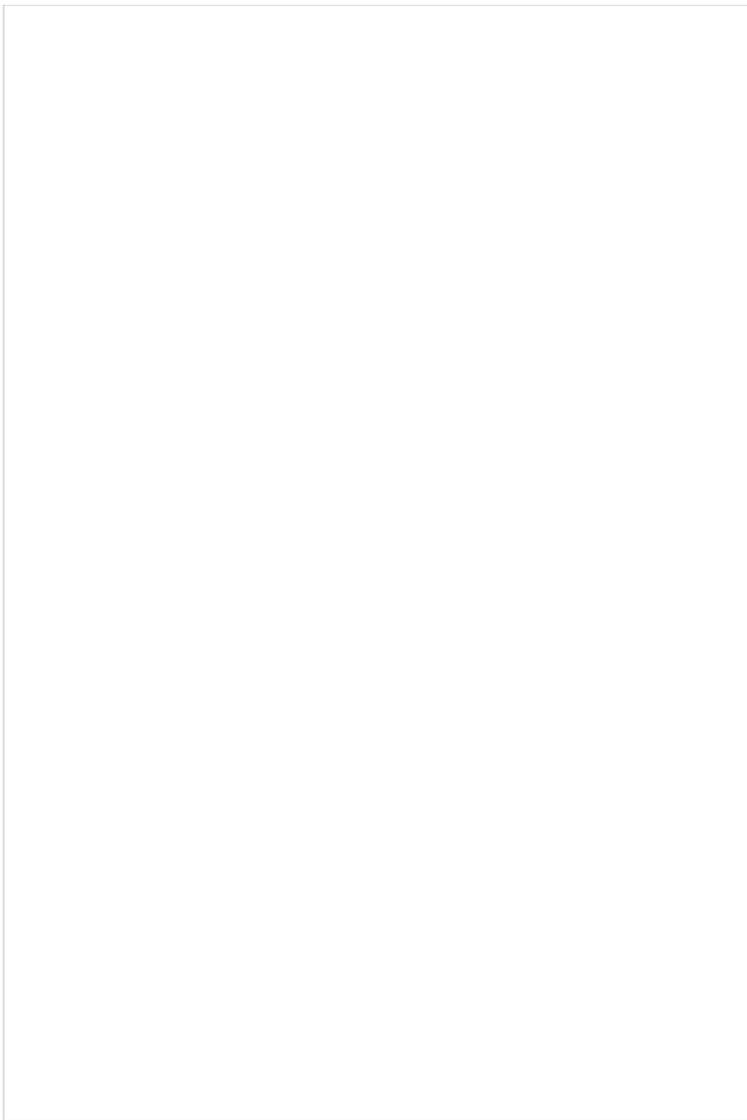
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The two organizations last worked together in 2016 when Vacheron Constantin restored La Cration du Monde, an 18<sup>th</sup> century clock gifted in 1754 to France's King Louis XV that is displayed in the Louvre.

"Vacheron Constantin has been a patron of arts and culture since its creation in 1755," said Laurent Perves, global chief marketing officer of Vacheron Constantin. "As such, our maison has been involved with diverse institutions across the globe to promote and perpetuate craftsmanship and patrimonial conservation, and creation.

"When the opportunity of a long-term partnership with Le Louvre arouse, we did not hesitate a second," he said. "Our two institutions, both born in the 18th century, share the same values and common concern for savoir-faire and their transmission throughout the ages.

"We both believe in the richness of heritage and its necessary preservation, from archives conservation to art restoration. We also focus on hospitality and superior client experience. This partnership will allow us to exchange knowledge and techniques as well as to develop creative collaborations in various projects, including the creation of exclusive timepieces."



*Vacheron Constantin restored La Creation du Monde, an 18th century clock gifted in 1754 to France's King Louis XV that is displayed in the Louvre. Image courtesy of Vacheron Constantin*

### Right timing

Once a royal palace, the **Louvre** gained new life in 1793 as a museum. Among the 620,000 works within its collection are the *Mona Lisa* and the *Venus de Milo*. With 10.2 million visitors last year, the Louvre is the most visited museum in the world.

**Vacheron Constantin** is one of the oldest luxury watch brands in existence. Owned by luxury conglomerate and Cartier owner Richemont, the watch brand is said to employ around 1,200 people in its Swiss home base.

The partnership with the Louvre is in line with Vacheron Constantin's focus on arts and culture, including areas inherent in centuries-old institutions for which archiving, conservation and restoration are decisive factors.

"We cannot give details yet about upcoming creative collaborations but if you know our maison and, more particularly, our Mtiers d'Art collection, you can expect exciting news in the upcoming months and years," Mr. Perves said.

"During our first collaboration with Le Louvre, two years ago, we revealed the exceptional astronomical clock La Cration du Monde' deposited at the Muse du Louvre and restored thanks to our patronage," he said.

"These three years of work not only brought up various mechanisms and complications required to ensure its smooth operation back to standards, but also made it possible to conduct researches on the history of this clock, dated from 1754, and the watchmaking of the era."