

WATCHES AND JEWELRY

Vacheron Constantin picks bigger flagship store for New York in affirmation of US growth potential

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Rendering of what the Vacheron Constantin New York flagship store on 28 East 57th Street will look like upon opening in spring 2021. Image courtesy of Vacheron Constantin

By LUXURY DAILY NEWS SERVICE

Swiss watch brand Vacheron Constantin is doubling down on its bricks-and-mortar presence in the United States with the launch of a new flagship store in New York that boasts more real estate and a location with cachet.

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The new store opens in spring 2021 on the prestigious strip on East 57th Street in New York between Madison and Park Avenues a stretch that boasts several luxury brands. Upon moving, Vacheron Constantin will vacate its current New York home at 729 Madison Avenue on 64th Street, which is a vastly smaller boutique than the one to which the brand will move.

"A new flagship in New York City is the perfect opportunity to further develop the long-lasting relationship of our maison with its American clients," said Louis Ferla, CEO of Vacheron Constantin, in a statement.



New York is one of the leading centers of luxury consumption worldwide. Seen here: Skyline with view of the Empire State Building

Time to upgrade

While the brand was founded 265 years ago, **Vacheron Constantin** has had a consistent presence in the U.S. since 1817.

In fact, the brand has made numerous timepieces for the U.S. market, including the Corps of Engineers pocket watches and the American 1921 wristwatch.

The company's timepieces sell under collections such as Patrimony, Traditionnelle, Fiftysix, Overseas, Malte, Historiques, Mtiars d'Art, Heures Cratives, Harmony and Quai de l'Ile. Bespoke is a big line of business, too.



Vacheron Constantin's Fiftysix Complete Calendar watch. Image credit: Vacheron Constantin

A Richemont-owned brand, Vacheron Constantin currently has seven boutiques in North America, covering affluent bases such as New York, Beverly Hills in Los Angeles, Miami, Las Vegas and Costa Mesa in California, as well as Vancouver and Toronto in Canada.

Worldwide, the company also has boutiques in Beijing, Dubai, Geneva, Hong Kong, London, Paris, Tokyo, Shanghai and Singapore.



Vacheron Constantin's current Madison Avenue boutique in New York whose lease runs out next year. Image credit: Vacheron Constantin

When it opened in October 2011, Vacheron Constantin's Madison Avenue location was its first store in the U.S. and its 28th boutique worldwide.

The move to 28 East 57th Street in New York will let Vacheron Constantin expand its floor space, display inventory better and deliver more engaging customer shopping experiences with staff. An on-premise watchmaker will add to the charm.

VACHERON CONSTANTIN will display a curated collection of men's and women's watches across the new store's 4,500-square-foot floor space.

The environment, including lighting, dcor and cabinetry will be designed to make the store more appealing to its core audience of collectors and those new to the brand.

"Vacheron Constantin also has a rich history of developing bespoke creations for American collectors and connoisseurs," Mr. Ferla said.

"With this new location we seek to offer our clients the best space and the best location for exclusive services and experiences," he said.

Vacheron Constantin's Overseas Tourbillon (no sound in video)

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