

WATCHES AND JEWELRY

Vacheron Constantin expands blockchain authentication

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By 2022, all Vacheron Constantin will be authenticated using blockchain technology. Image credit: Vacheron Constantin

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Vacheron Constantin is certifying its entire range of timepieces with blockchain technology to fight against counterfeits.

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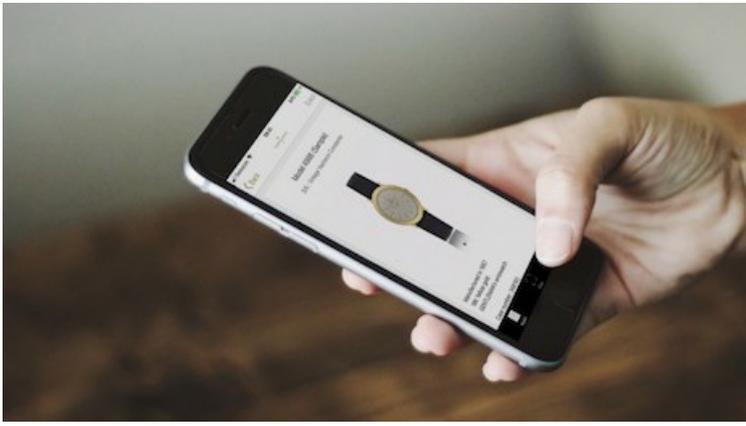
All Vacheron Constantin watches delivered by the end of 2021 will include a blockchain-based digital passport. Owners will also be able to register and authenticate their watches with a new platform, The Hour Club.

"Digital identities will transform the way one owns valuable assets, enabling owners to track the product lifecycle, share or prove ownership, and benefit from tailored services attached to each timepiece," said Louis Ferla, CEO at **Vacheron Constantin**, in a statement. "On top of proof of ownership, our clients will benefit from blockchain's ability to store all information about a timepiece, including technical information, user guides, certifications and product history.

Digitizing services

Last year, Vacheron Constantin began working with **Ariane** on a pilot program to develop digital certification, enabling its timepieces to be traced while keeping its customer information private.

Initially, the brand had been making blockchain identification available to owners of its Les Collectionneurs collection of vintage timepieces ([see story](#)).



Vacheron Constantin began testing blockchain to authenticate its watches in 2019. Image courtesy of Vacheron Constantin

In addition to securing consumer data, blockchain technology reduces the need for paper-based authentication which is more susceptible to forgery.

With the launch of The Hour Club digital client platform, consumers will be able to access services including repair requests and streamlined reselling on Watchfinder.

"We are delighted to enable Vacheron Constantin with the capacity to issue and distribute digital identities based on the blockchain technology," said Pierre-Nicolas Hurstel, cofounder and CEO of Ariane, in a statement. "We hope to contribute to make the ownership of a Vacheron Constantin timepiece even more exceptional, traceable and transparent, while opening the possibility for new services and seamless traceability."

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