

WATCHES AND JEWELRY

Vacheron Constantin launches phone sales, financing options in the US

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Vacheron Constantin has been serving customers since 1755. Image credit: Vacheron

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker **Vacheron Constantin** is widening its reach in the United States by offering phone sales and financing options to its clients in the market.

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The 265-year-old company introduced telephone sales orchestrated by its support staff to U.S. consumers starting this month on the heels of the successful roll-out of similar services in Europe, Japan and China. In addition, Vacheron's boutiques in the U.S. are also offering financing options to those interested in paying for watches at their own pace.

"We know our loyal customers return to Vacheron Constantin not only for finely crafted timepieces, but also for superior service," said Leslie Kobrin, president of Vacheron Constantin Americas, in a statement. "We're therefore delighted to be introducing new ways to purchase a Vacheron Constantin timepiece."

Improved customer ties

Thanks to the new services, American clients will now have the chance to select and purchase watches over the phone from the selection on offer at the brand's website.

Customer advisors will offer advice to clients, answer questions and help with purchases. Once the order is confirmed, clients can pick up their watches at a nearby boutique or receive the package via mail within one to four days.

Additionally, customers who visit Vacheron's New York, Beverly Hills or Miami boutiques are now also able to finance a portion of the price of their watch or its entirety by taking on monthly payments over a time period ranging from six weeks to 48 months.



New financing options allows Americans to pay for their Vacheron watches in installments. Image credit: Vacheron Constantin

Founded in 1755, Vacheron Constantin bills itself as the oldest watch manufacturing company in continuous operation.

In recent months, the company has been on a drive to bolster its ties to clients. Earlier this month, it certified its entire range of timepieces with blockchain technology to fight against counterfeits.

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.

In addition to securing consumer data, blockchain technology reduces the need for paper-based authentication which is more susceptible to forgery ([see story](#)).

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