

WATCHES AND JEWELRY

Vacheron Constantin pays homage to exploration in animated campaign

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Vacheron Constantin shares a unique ode to historical explorers. Image credit: Vacheron Constantin

By KATIE TAMOLA

Swiss watchmaker Vacheron Constantin is artistically channeling history in its latest effort for three new timepieces.

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The short film "Mtiers D'art - Tribute to Great Explorers" promotes three new watches while also highlighting the maison's 2021 theme, classic with a twist. The vignette juxtaposes history with a unique show of art, aiming to inspire curiosity and interest from consumers around the world.

"The advertisement is interesting due to the retro feel of the animation; however, that feel ties into the theme of great explorers," said Donnie Pacheco, founder of [Donnie P. Consulting](#), Seattle. "What works about this is that it inspires a sense of adventure and exploration.

"It plays up the idea of being curious and achieving great things," he said. "It may also strike a chord with people from each of the three countries featured on the watches."

Art of great exploration

The video opens with an unfolded scroll, revealing a large map, establishing an immediate air of exploration. A cartoon sketching of the sea then appears, with characters in ships slowly moving.

"Chasing new horizons, only intrepid minds, dare brave the oceans," an overlay of blue text reads in between scenes of animated explorers.

Mtiers D'art - Tribute to Great Explorers

A suspenseful, instrumental soundtrack plays in the background.

Art within the video is refined yet eclectic. Strongly reflecting the thematic idea of classic with a twist, it includes both authentic depictions of 16th-century ships and fun accents such writing and images in the sky.

As the journey progresses, the art mirrors the continued text overlay, showing rising waves on a rough sea during a turbulent thunderstorm. The shot offers a closeup of the sea, which looks like a detailed painting composed of thick brushstrokes and rich cerulean hues.

"Navigate the unknown," the text overlay reads. The following day emerges sunny and promising with a cartoon explorer using a telescope to magnify and further scrutinize the land in the distance.

"Chasing glory and new lands," reads the last text.

The scene then cuts to an image of each of the three new timepieces which make up the limited-edition series. Each watch face illustrates a portion of a 1519 map from the Miller Atlas, reflecting the different regions each explorer helped to discover.



The Mtiars D'art - Tribute to Great Explorers timepieces. Image credit: Vacheron Constantin

The explorers included are Bartolomeu Dias from South Africa, Vasco de Gama from India and Pedro lvares Cabral from Brazil.

Each timepiece symbolizes the act of exploring past one's comfort zone and is a celebration of adventure. Only 10 pieces of each design are available.

"This advertisement captures the essence of the unprecedented journeys 15th-century explorers undertook, the navigation instruments available maps, ships, the universe, telescopes and the sense of adventure and courage required," said Rebecca Miller, founder/CEO of [ARTful Communication](#), New York. "The subtle, but clear, invitation of One of not many' heightens the exclusivity of this limited edition speaking directly to the collector, the adventurer and the avant-garde who desires rarity.

"One who enjoys the link between history and present day," she said.

One of not many

An appreciation for art and culture lies at the core of Vacheron Constantin's ethos. Over the years, the watchmaker has continuously sought artistic partnerships and expressive outlets that reflect the brand's uniqueness.

In November 2019, Vacheron Constantin partnered with Paris' Muse du Louvre after a short hiatus to collaborate on projects in the fields of craftsmanship, haute horlogerie, art and culture. The two organizations previously worked together in 2016 when Vacheron Constantin restored La Cratien du Monde, an 18th century clock gifted in 1754 to France's King Louis XV that is displayed in the Louvre ([see story](#)).

Also in 2019, Vacheron Constantin showcased the emotion of its watchmaking business in an exhibition at British department store Harrods' Fine Watch department. "Watchmaking Emotions" brought timepiece aficionados into its brand world, hoping to take them on an artistic journey ([see story](#)).

The watchmaker continues to experiment with new mediums of expression, each thoughtful and aiming to represent the brand's reverence for the unique.

"This spot speaks to Vacheron Constantin's ethos, Classic with a Twist' highlighting its creative spirit driven by its identity celebrating a dare to deliver of the unanticipated this time to a select few," ARTful Communication's Ms. Miller said. "[The brand] demonstrated this further by not using avatar figures but elected to remain more closely aligned to their tradition of handmade hand-drawn maps, people, animals and then at the precise moment evolved into an elegant timepiece.

"Vacheron Constantin's reputation was founded on looking at the world and timepieces from a different perspective exploring and opening up emotional curiosity seen through their lens a fusion of design, materials and complex mechanisms," she said.

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