

WATCHES AND JEWELRY

Vacheron Constantin emphasizes client services at new flagship

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The new Vacheron Constantin North American flagship is now open in Manhattan. Image credit: Vacheron Constantin

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Vacheron Constantin has opened a New York flagship as it continues to prioritize client services.

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The maison first established a presence in New York almost two centuries ago. Reinforcing the watchmaker's dedication to clients, the new boutique has an in-house watchmaker, rotating exhibitions and family-friendly amenities.

"The new Vacheron Constantin Flagship in North America celebrates the relationship between our maison and America that has existed since 1831," said Louis Ferla, CEO at Vacheron Constantin, in a statement. "Engaging with the creative spirit of America and its many diverse cultures, Vacheron Constantin is ready to make 28 E. 57th Street its new North American home.

"This flagship exemplifies Vacheron Constantin's dedication to excellence and our motto, Do Better if Possible, and That is Always Possible," he said.

In-store services

Located on 57th Street between Madison and Park Avenues, the new two-story flagship spans more than 4,500 square feet.

It features a glass facade opening directly to 57th and a brass-toned design shaped like the Maltese Cross, Vacheron Constantin's emblem. Window displays and an exhibition area will pay tribute to American artwork.



The VIP lounge at the new boutique. Image credit: Vacheron Constantin

The spacious atrium is filled with natural light and welcomes visitors with an exclusive interactive experience. The "Chronogram" offers an immersive lesson of the history of the watchmaker in the United States by digitizing Vacheron Constantin's archives dating to 1755.

The first floor will have a rotating exhibition of some of the maison's historic timepieces. A permanent "Les Collectionneurs" display will showcase a curation of restored Vacheron Constantin timepieces from the 20th century.

Upstairs, visitors can meet with the in-house watchmaker or explore the custom strap station, which offers custom engraving or embossing. A VIP lounge and family-friendly bar with games and refreshments also encourage clients to take their time, relax and enjoy the elevated experiences.

Earlier this year, the watchmaker introduced trade-in services at its U.S. boutiques in the United States as it modernizes its client offerings. On-site, sales associates will complete a pre-valuation of the pre-owned pieces and guide clients through the exchange process and assist in the selection of a new Vacheron Constantin timepiece ([see story](#)).

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