

WATCHES AND JEWELRY

Vacheron Constantin opens first boutique in Philippines

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The new Vacheron Constantin store in Manila. Image credit: Vacheron Constantin

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Vacheron Constantin has opened the doors of its first storefront in the Philippines.

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The new boutique houses the complete Vacheron Constantin timepiece collection from simple to high complications, as well as exclusive in-store models. Located at Greenbelt 5 in Manila, the new store is placing a greater focus on private, intimate experiences.

"We are delighted to welcome enthusiasts and connoisseurs to Vacheron Constantin's world of Haute Horlogerie and tradition in Manila, Philippines," said Gael Porte, managing director of Vacheron Constantin Southeast Asia and Australia, in a statement.

"With this new location, we seek to offer our clients the best space for exclusive services and share our maison's commitment to Haute Horlogerie, where they can discover the know-how and tradition that sets us apart."

One of Not Many

Based on the motto, "one of not many," the brand is aiming to deliver customers an enriched experience that showcases its technicality and attention to design.



The store features an extensive collection of the brand's offerings. Image credit: Vacheron Constantin

Customers of the new store are invited to discover the brand's Patrimony, Traditionnelle, Overseas and Fiftysix collections with a range of mid to high complications including the exclusive Traditionnelle Complete Calendar and Overseas Perpetual Calendar.

Highlights also include the griere collection dedicated to women.

Last year, Vacheron Constantin celebrated the 100th anniversary of the Historiques American 1921 model, which is part of a collection celebrating its rich heritage.

The brand celebrated this watch with two interpretations of the original model, in white gold, which are displayed in the boutique.

Vacheron Constantin seems to be investing in more in-person opportunities, as it opened a pop art exhibition in New York in December 2021.

Celebrating the artistry and energy of New York, guests were invited to view a collection of mid-century watches as well as paintings commissioned in collaboration with New York pop artist Jojo Anavim. Having closed last month, the "Celebrations" exhibit intended to provide guests and shoppers with an immersive and colorful luxury experience ([see story](#)).

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