

WATCHES AND JEWELRY

Vacheron Constantin offers immersive experience in Dubai reopening

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Several activations within the space bring shoppers into the world and passion of watchmaking. Image credit: Vacheron Constantin

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Vacheron Constantin is paying tribute to its far-reaching roots in the Middle East with the reopening of its boutique in The Dubai Mall.

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The brand has aimed to create the ultimate immersive experience with several activations within the space to bring shoppers into the world and passion of watchmaking. Archives dating back to 1910 indicate that the royal family of Egypt was a regular customer of the maison, thus Vacheron Constantin is excitedly continuing to celebrate its rich history in the Middle East.

"Vacheron Constantin and the Middle East have shared a love of fine watchmaking for over 200 years, a joint passion notably expressed in the 20th century through two exceptional watches gifted to Their Majesties Fouad I and Farouk of Egypt in 1929 and 1946 respectively," said Louis Ferla, CEO of [Vacheron Constantin](#), in a statement.

"Today, with the reopening of our flagship in The Dubai Mall, our maison is pursuing its age-old relationship with the Middle East region and its many devotees of Belle Haute Horlogerie."

Celebrating past and present

The reopened boutique is offering a wide range of immersive experiences for consumers, including client-first services like an in-house watchmaker, strap customization, digital archives, exhibition space and the first permanent Les Collectionneurs vintage offer in the Middle East.

The space is located on the ground floor of the mall with its entrance adorned in the Mashrabiya pattern, a traditional Islamic architecture. The pattern reverberates inside the space.



The boutique also features two private salons and offers an interactive tour of the history of the maison through its digital archive. Image credit: Vacheron Constantin

A blue straw marquetry wall with the Maltese cross motif, a maison staple, also adorns a wall.

The boutique also features two private salons and offers an interactive tour of the history of the house through its digital archive, the "Chronogram."

"We are delighted to welcome enthusiasts and connoisseurs to Vacheron Constantin's world of Haute Horlogerie and tradition back to The Dubai Mall, after the run of our highly successful Suite 1755," said Christophe Ramel, regional brand director of Vacheron Constantin, in a statement.

"This newly renovated flagship gives us a wonderful opportunity to further develop our enduring relationship with the Middle East clientele and allow them to discover the extent of our Manufacture's archive and abilities."

Vacheron Constantin enjoys looking back on its rich house heritage.

Earlier this year, the house began examining the beauty of organic and complicated structures in a new art exhibit at its New York flagship.

"The Anatomy of Beauty" is now open through September 2022 at the watchmaker's Midtown boutique. The exhibit demonstrates the watchmaker's longstanding appreciation of artistry ([see story](#)).

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