

JEWELRY

Vacheron Constantin gets anatomical with new Shanghai timepiece exhibition

August 16, 2022



An image from Vacheron Constantin's "The Anatomy of Beauty" exhibition. Image courtesy of Vacheron Constantin

By AMIAH TAYLOR

Swiss watchmaker Vacheron Constantin has debuted an extravagant new "Anatomy of Beauty" exhibit in Shanghai, featuring 12 pieces from its private collection.

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Vacheron Constantin, which was founded in 1755, is known for its superior craftsmanship and distinguished aesthetic. The carefully curated historical pieces from the brand's archives illustrate a detailed narrative of one of the world's oldest watchmakers.

"Vacheron Constantin's legacy as a watchmaker is inextricably linked to precision and detail and the purpose of this exhibition is to continue to drive that point home," said Donnie Pacheco, founder of Donnie P. Consulting, Seattle.

"As they lay out, preferred watchmakers were favored by royalty and they blazed a new trail with their precision timepieces that were also unique and personal because of their attention to design and decorations," he said.

"They introduced a new aesthetic, which would not have been accepted if the quality, attention to detail and performance wasn't there."

A luxurious timeline

The exhibition, which will take place at the Shanghai Nanjing West Road Boutique from Aug. 8 to Oct. 23, spotlights diverse watchmaking techniques and artistry.

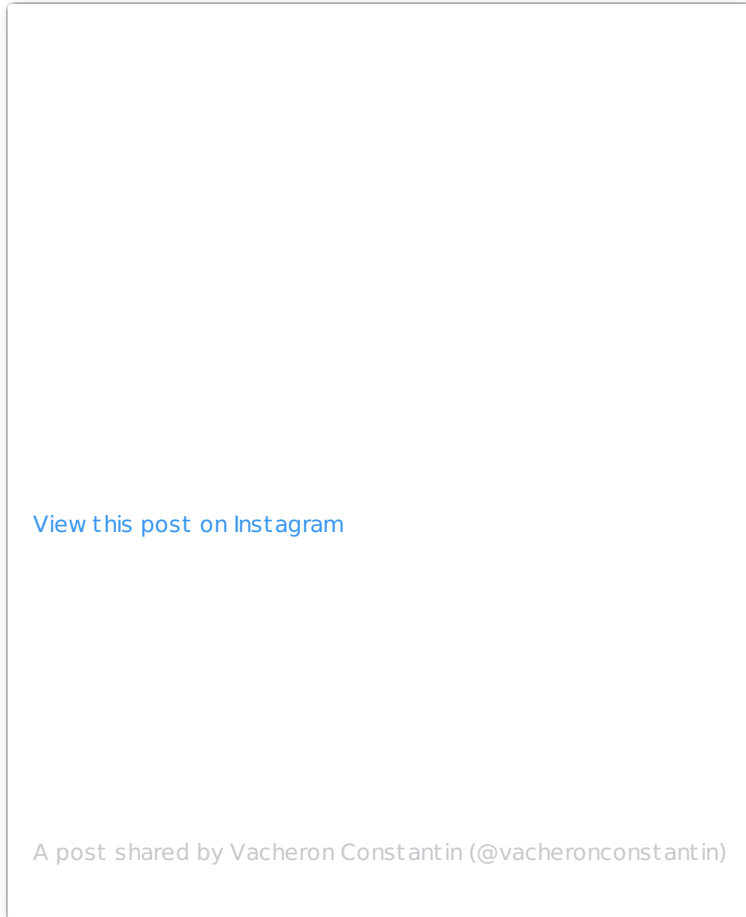
The timepieces span centuries, with the oldest pocket watch dating back to 1826, and the show's most modern wristwatch circa 2014.

Vacheron Constantin's "Anatomy of Beauty" campaign film

An enameled yellow gold pocket watch, silver dial, is not the sole watch from the 19th century displayed in the collection. The double-sided yellow gold pocket watch with 48-month perpetual calendar and moon phases hails from the same time period, dating back to 1884.

Vacheron Constantin presented its first Art Deco-inspired skeleton pocket watches during the 1920s. One such watch

will be on display: the round skeleton pocket watch in enameled white gold, crystal caseback from 1926.



Vacheron Constantin's Les Cabinotiers Westminster Sonnerie pocket watch, a tribute to Johannes Vermeer

Other notable stand-outs in the exhibit include the yellow gold "Mtiers d'Art Chagall and L'Opra de Paris" wristwatch and the pink gold "Mtiers d'Art La Symbolique des laques" wristwatch.

The Chagall and L'Opra de Paris wrist watch includes an iconic replica of the ceiling at the Opra Garnier in Paris as the watchface. The "La Symbolique des laques" wristwatch stems from an exclusive collaboration between Vacheron Constantin and the House of Zohiko in Kyoto and pays tribute to the Japanese art of "maki-e."

The entirety of the exhibit is a celebration of arts and culture from distinct vantage points, culminating in a dramatic finale watch, the white gold "Mtiers d'Art Les Univers infinis Cavaliers" wristwatch circa 2014.

The "Les Univers infinis Cavaliers" wristwatch is inspired by the geometric works of 20th century artist Maurits Cornelis Escher. The one of a kind watch features a gold and mother of pearl dial, engraved riders and horses, and a stunning puzzle piece-like assembly.

Upward mobility

The watch industry is flourishing and seeing upward growth irrespective of the global recession. The Federation of the Swiss Watch Industry has reported that the first six months of 2022 reflected nearly 12 percent growth in the value of exports compared to the same period in 2021 ([see story](#)).

The global luxury watch market is expected to grow incrementally by \$1.78 billion between 2020 and 2025, according to a [report](#) from Technavio. Thus, forecasted growth is attributed to factors such as premiumization through product design and innovation.

Modern day luxury watchmakers are pushing the narrative forward and innovating by transitioning from physical to digital exhibitions. Swiss watchmaker Patek Philippe highlighted its rich brand history through a new online exhibition showcasing its Rare Handcrafts collection ([see story](#)).

Timepiece sellers are also opting for chic and exclusive showrooms and hands-on spaces to give customers a more immersive experience. Pre-owned timepiece seller WatchBox has released plans for immersive collector's lounges across North America as well as London and Shanghai ([see story](#)).

As Vacheron Constantin continues to carve a space for itself in the luxury watch sector, consumers can expect

ongoing reinforcements of the brand's luxurious and storied history, as well as international expansion.

The Swiss watchmaker recently reopened its boutique in the Dubai Mall ([see story](#)) and now has pivoted to set its sights on China.

"It is absolutely a strategic move to hold this exhibition in China," Mr. Pacheco said.

"China continues to be the largest luxury timepiece market and they are catering to that customer," he said.

"There are also parallels to be drawn with Vacheron Constantin's history, in that they appealed to new customers outside of the aristocracy, one can draw similarities to the new emerging wealth in China."

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