

JEWELRY

## Vacheron Constantin prioritizes Middle Eastern art in latest Doha boutique

September 22, 2022



*An image of a bespoke acrylic painting from Qatari artist Ahmed AlMaadheed. Image credit: Vacheron Constantin*

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Vacheron Constantin and its longtime partner Alfardan Jewellery commemorated its recent boutique opening in Place Vendme, Doha, with exclusive art pieces created by notable Qatari artist Ahmed AlMaadheed.

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The only Qatari artist to have exhibited in the Qatar Museum to date, Mr. AlMaadheed is a proficient artist who is known for his iconic portrait of the Emir of Qatar, HH Sheikh Tamim bin Hamad al-Thani, "Tamim Al Majd." The artworks that were specifically created for the boutique are intended to catalyze a visual journey and call attention to Vacheron Constantin's prowess in watchmaking, according to the artist.

"In celebration of the opening of Vacheron Constantin boutique at Place Vendme Qatar, we are delighted to strengthen the constant commitment of our Maison to the Qatari local community with the milestone of this collaboration," said Christophe Ramel, Middle East regional brand director of Vacheron Constantin, in a [statement](#).

"Our Maison pillars of excellence and of rarity and our unparalleled historical archives resonate with Qatar values and allowed us to inspire Ahmed AlMadheed's boundless creativity and passion," he said.

Timeless creations

The Place Vendme boutique truly epitomizes the "One Of Not Many," brand motto. It is the second boutique that Vacheron Constantin has opened in Doha and the location will include exclusive watch models in-store.



*An image of the Place Vendme Doha Boutique. Image credit: Vacheron Constantin*

The new Doha boutique pieces feature Mr. AlMaadheed's bespoke paintings circa 2022, "North," and "Hard To Get." Both acrylic-on-canvas paintings fully embody Vacheron Constantin's heritage and immerse viewers and guests in the complex world of horology.

The boutique space at Place Vendme emphasizes local design and historic values and continues the theme of precision found in the watchmaking maison's timepieces. Two VIP rooms lend an upscale and intimate atmosphere to the store, allowing collectors the dual advantage of privacy and individualized attention.

The watchmaking maison's unwavering commitment to the arts also extended to its Shanghai "Anatomy of Beauty" exhibition in August ([see story](#)).

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