

ARTS AND ENTERTAINMENT

Vacheron Constantin honors China's 'Prince of Ballet' for milestone appointment

September 29, 2022



Chinese ballet dancer Chun Wai Chan twirls acrobatically in Vacheron Constantin's latest film. Image credit: Chun Wai Chan

By AMIAH TAYLOR

Swiss watchmaker Vacheron Constantin is turning its gaze to the world of art and movement with its latest tribute to ballet dancer Chun Wai Chan.

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Mr. Chan is the first principal dancer from China in the New York City Ballet's 74-year history. The luxury brand is celebrating his appointment as a testament to his perseverance and talent as a performer.

"While art theoretically transcends national and ethnic differences, and the technical skill and the ability to parlay technique into something beautiful is the choreographer's top consideration, Vacheron Constantin's endorsement might have special appeal to millennials and particularly to Gen-Z buyers," said Timothy Derr, partner in the consumer practice of global strategy and management consultancy Kearney.

"These two generations, of all the current living generations, try to embody inclusivity," he said.

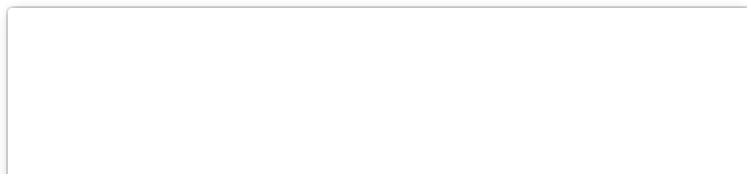
Mr. Derr is not affiliated with Vacheron Constantin, but agreed to comment as an industry expert.

Chan's chance to shine

As a principal dancer, Mr. Chan's commitment to perfection in his choreography casts him as the perfect symbol for Vacheron Constantin's motto "Do better if possible, and that is always possible."

Mr. Chan attributes idyllic movement equivalently to technique and sheer strength of will. His consistent quest for refinement and improvement characterizes both the dancer and the Swiss maison.

As the new fall season begins, Mr. Chan looks forward to embarking on continued progress and ascension with the New York Ballet.



[View this post on Instagram](#)

A post shared by Chun Wai Chan (@chunner)

Principal dancer Chun Wai Chan having a mirthful time with his co-star

The rising star made history as the first native Chinese talent to join Vacheron Constantin's "One of not Many" campaign in November of last year.

Then a soloist, Mr. Chan had built a reputation for excellence in his field and made history as the first-ever Chinese dancer to play the principal role in one of New York City Ballet's "Big Four" presentations, "The Nutcracker."

Mr. Chan fully embodied his partner brand's Patrimony and Traditionnelle collections. His elegance and sense of style had excellent crossover between both watchmaking and ballet, according to the brand.

Chun Wai Chan in Vacheron Constantin's "One of not many" campaign film

As a jubilant and inimitable dancer, Mr. Chan is known for his solid, concise and visually striking performances, all traits which resonate with the Swiss watchmaker's highest values.

The brief but revelatory film, produced by Carmella Guiragossian and Terry Jin and directed by Pierrick Jgou, exposed the dancer not only as a new ambassador, but also as an accomplished movement artist in a league of his own.

Intercontinental allure

Despite being founded in Geneva, Switzerland over 260 years ago, Vacheron Constantin has established itself as an international presence within boutiques all over the world.

The Swiss watchmaker has a current exhibition at its Shanghai Nanjing West Road Boutique, which will run until Oct. 23, 2022, and centers around diverse watchmaking techniques and artistry ([see story](#)).

Beyond Asia, the Swiss luxury brand has also made a name for itself in the Middle East as one of the top watchmaking maisons. In another bid to elevate art while upholding its greatest brand values, Vacheron Constantin commissioned Qatari artist Ahmed AlMaadheed to create custom paintings for its new Doha boutique ([see story](#)).

The Swiss maison's unwavering commitment to the arts is also present at its New York flagship store, with a permanent "Les Collectionneurs" display, which showcases a curation of restored Vacheron Constantin timepieces from the 20th century ([see story](#)).

"Vacheron Constantin has the distinction of being one of the oldest watchmakers in the world and is usually grouped with Audemars Piguet and Patek Philippe," Mr. Derr said.

"While they all strive for innovation and beauty of design both inside and out, it can be argued that Vacheron Constantin, along with Patek Philippe, hold their value more than other luxury brands."

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