

JEWELRY

Vacheron Constantin pays homage to Ramadan in new campaign

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The lantern's light pattern includes allusions to the brand's signature Maltese cross. Image credit: Vacheron Constantin

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker **Vacheron Constantin** is again illuminating its connection to the Middle East in a new short film released in honor of the holy month of Ramadan.

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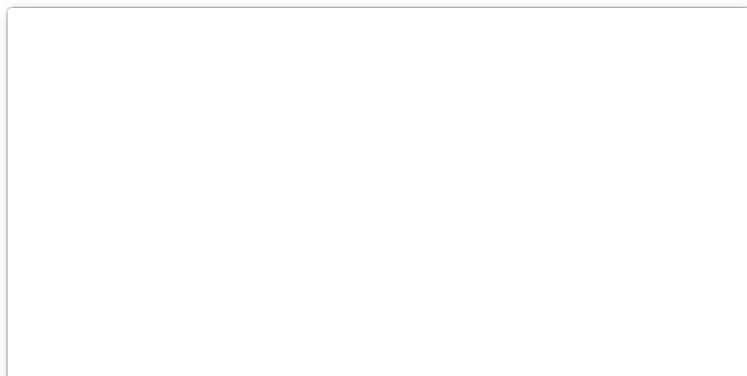
"Into the Light" whisks the viewer inside a *fanoos* a traditional Egyptian lamp used to decorate homes and streets during Ramadan wherein lies a small Arabian city.

The film suggests that the timelessness of Islamic architecture and design and the craftsmanship of Vacheron Constantin's pieces lie in a shared geometric precision.

Timeless connection

Vacheron Constantin's connection to Egypt and to the greater Middle East was on display last year at both the opening of a new boutique in Place Vendôme, Doha, featuring bespoke paintings by Qatari artist Ahmed AlMaddheed ([see story](#)), and at the reopening of the brand's flagship boutique in the Dubai Mall.

At the latter, visitors enjoyed an immersive experience and activations which included a tour of digital archives dating back to 1910, highlighting key moments from the brand's own history and examples of the region's love of fine watchmaking. Notable was the enthusiasm and support shown for the brand by the royal family of Egypt.



[View this post on Instagram](#)

A post shared by Vacheron Constantin (@vacheronconstantin)

In 1929 and 1946, respectively, King Fouad I and his son, King Farouk, were each gifted Vacheron Constantin pocket watches ([see story](#)).

The entrance to Vacheron Constantin's space in the Dubai Mall is decorated in the traditional Mashrabiya, or latticework pattern found in Islamic art and architecture.

Mashrabiya similarly adorns the Arabian city that lay inside the fanoos in "Into the Light." One door in this city is built to resemble the caliber of a Vacheron Constantin timepiece, which then begins to glow, filling the city and the lantern's interior with golden light.

Finally, the film zooms back out through the now-lit fanoos, showing the same Mashrabiya pattern cast along the walls around it before the video ends.

The campaign showcases four of the maison's perennial pieces which not only feature similar ornate patterns, but also allude to the cosmos as the ultimate keepers of time.

The face of the *grie Creative Edition* is a lace-like engraved tapestry of more than four carats of diamonds. The *grie Moon Phase's* dial is meant to resemble silk pleating and features two gold moons in a sky full of stars and mother-of-pearl clouds.

The *Traditionelle Complete Calendar* features Dauphine-style hands as well as a moonphase positioned a six o'clock that remains accurate for more than 122 years.

The *Patrimony Perpetual Ultra-Thin* has a perpetual calendar that will not need adjusting until 2100 and an 18K gold moon phase with two hand-finished moons.

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