

JEWELRY

Vacheron Constantin opens shop in Malaysia

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A set of product exclusives and in-store activations are set to define the new retail offering's first few months in operation. Image credit: Vacheron Constantin

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Vacheron Constantin is expanding its Southeast Asian footprint.

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The brand has chosen the Pavilion Kuala Lumpur as the venue for its first standalone shop based out of Malaysia. Beyond stocking the complete Vacheron Constantin timepiece collection, the location boasts boutique-exclusive models while immersive, in-store activations are to define the new retail offering's first few months in operation.

"Vacheron Constantin and the Malaysia have shared an appreciation for fine Swiss watchmaking for over 200 years, since the beginning of the 20th century," said Gael Porte, managing director at **Vacheron Constantin** Southeast Asia and Australia, in a statement.

"We are delighted to welcome enthusiasts and connoisseurs to Vacheron Constantin's world of Haute Horlogerie and tradition in Kuala Lumpur, Malaysia," Mr. Porte said. "With this new location we seek to offer our clients the best space for exclusive services and share our Maison's commitment to Haute Horlogerie, where they can discover the know-how and tradition that set us apart as One of Not Many."

Centering Constantin

Open as of May 2023 with just over 1,000 square feet in space, Vacheron Constantin's rollout welcomes guest participation.

A presence on Pavilion Kuala Lumpur grounds arrives alongside a range of mid-to-high complications across the maison's Patrimony, Traditionnelle, Overseas and Fiftysix collections.



The Pavilion Kuala Lumpur retail location will stock the maison's Patrimony, Traditionnelle, Overseas and Fiftysix collections. Image credit: Vacheron Constantin

On the programming front, however, the boutique is preparing to host "Less'ential," a special exhibition running from June 1 to June 11, 2023, on-site.

"This idea of watchmaking purity, which is synonymous with elegance at Vacheron Constantin, is a signature that can be found throughout its history, but which took on a much more precise form at the beginning of the last century," said Christian Selmoni, style and heritage director at Vacheron Constantin, in a statement.

"The great quality of the Maison, which is always in tune with the times through creations that are symbolic of current trends, doubtless lies in its ability to preserve this watchmaking soul throughout the various stylistic interpretations of its watches of which there have been many since the Maison was founded in 1755."



A graphic for the "Less'ential" exhibition, on view at the new Vacheron Constantin Pavilion Kuala Lumpur boutique in June. Image credit: Vacheron Constantin

Stemming from Vacheron Constantin's 1,600-item-wide private collection, a yellow and pink gold two-tone pocket watch featuring a black varnished dial from 1931, as well as a yellow gold "one-minute tourbillion" pocket watch with small seconds and a white enamel dial and a red gold Lpine-type pocket watch with a gilded dial, both dating back to 1943, are among the group of heritage items going on display in Malaysia.

According to the company, additional product highlights include an annual rotation of Les Collectionneurs, a curated collection of restored, vintage Vacheron Constantin watches, and Les Cabinotiers, the brand's bespoke arm which once handled commissions and now engages in the occasional production of one-off assortments.



Pieces from Vacheron Constantin's Moon Phase collection of women's timepieces. Image credit: Vacheron Constantin

Speaking of, strap customization and pieces from Vacheron Constantin's Moon Phase collection of the Haute Horlogerie chelon ([see story](#)) are available to the 267-year-old company's clients.

Open from 10 a.m. to 10 p.m. local time, the new Vacheron Constantin Pavilion Kuala Lumpur Boutique can be found on the mall's second level.

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