

JEWELRY

Vacheron Constantin continues Louvre partnership with new bespoke offering

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Vacheron Constantin is now allowing consumers to craft their own timepieces through an exclusive experience. Image credit: Vacheron Constantin

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Vacheron Constantin's relationship with a famous artistic institution is entering a new stage.

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The longstanding partnership between the horological maison and Paris' Louvre museum is now supplemented with a watchmaking experience called "A Masterpiece on Your Wrist." Now, consumers can create a single-piece edition Les Cabinotiers watch that hosts a replica of a chosen Louvre art piece, bringing together Vacheron Constantin's historic support for the arts and the modern push for customization across luxury sectors.

"I enthusiastically welcome this collaboration between our two institutions, both centuries-old yet firmly rooted in the 21st century, as evidenced by the favor they enjoy among an audience of connoisseurs," said Louis Ferla, CEO of **Vacheron Constantin**, in a statement.

"Our Maison has long since stood out in terms of both artistic commitment and cultural patronage," Mr. Ferla said. "With the Louvre Museum, we are writing an extremely promising joint history by combining our fields of competence and our wildest dreams."

Time for art

Through the new "A Masterpiece on Your Wrist" experience, consumers get to enjoy an exclusive form of personalization.

Vacheron Constantin will facilitate the creation of a unique watch, complete with a dial and enamel reproduction of an artwork housed within the Louvre. The majority of the works to pick from are not on public display.

A certificate of authenticity will accompany the bespoke watch. Created by the Louvre, the document will certify the art replica.



Most of the art that consumers can pick from to add to their watch are not on display, adding to the level of exclusivity. Image credit: Vacheron Constantin

Additionally, those who participate will get to embark on a private tour of the Louvre, led by museum experts. Artisan watchmakers from Vacheron Constantin will also accompany those who partake in the exclusive experience.

The Swiss brand has been officially partnered with the Louvre since 2019 ([see story](#)), though jointly participated in restoration projects since 2016.

Now, Vacheron Constantine continues to fuse the world of art and horology through various activations, collections and campaigns ([see story](#)).



Before partnering with the Louvre, Vacheron Constantin supported its 2016 restoration of a 1754 clock called "The Creation of the World." Image credit: Vacheron Constantin

This continued partnership complements the watchmaker's ongoing efforts and artisan heritage.

"I am delighted with this collaboration, which is full of fruitful exchanges between our teams and marked by a shared desire to serve beauty," said Laurence des Cars, president and director of the Louvre, in a statement.

"Born in the Age of Enlightenment, our two institutions share the mission of passing on a passion for art, heritage and the excellence of ancestral craftsmanship," Mr. des Cars said. "While firmly rooted in history, they are resolutely open to the contemporary world."