

RETAIL

## Vacheron Constantin opens high watchmaking concept in West Hollywood

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*Visitations to the immersive Suite 1755 are by appointment only, intended solely for collectors and connoisseurs. Image credit: Vacheron Constantin*

By ZACH JAMES

Swiss watchmaker Vacheron Constantin is revamping its premiere location to accommodate a new stylistic display.

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Called Suite 1755, the exhibition has taken up shop at the Rodeo Drive boutique in West Hollywood after a period of renovation. Visitations to the immersive suite are by appointment only, solely intended for collectors and connoisseurs.

"Appointments elevate the Suite 1755' experience for their clients and best prospects, as well as drive desire and revenue," said Chris Ramey, president of [Affluent Insights](#), Palm Beach.

"Scarcity is a pillar of luxury," Mr. Ramey said. "Historically this referred to objects to be acquired, but today it includes time."

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

Historically stylistic

Suite 1755, named in reference to the maison's founding year, is styled after glamorous Hollywood history, taking cues from art and film from the 1920s and beyond.

In particular, the suite will pay homage to iconic pieces worn by actress Elizabeth Taylor through a rare Metiers D'Art Kalla Haute Couture bracelet, as well as feature a Vacheron Constantin watch gifted to famous actor Marlon Brandon in the 1950s. Locally renowned artists Gena Milanesi and Gregory Siff contributed their art to the exhibition, adding another layer of Los Angeles-specific culture to the showcase.



*A watch gifted to Marlon Brando is among the historic items on display at Suite 1755. Image credit: Vacheron Constantin*

"Vacheron Constantin has always had a distinctive style, putting a twist on classic elegance, which is a large part of why we have been so embraced by Hollywood throughout the years," said Alexander Schmiedt, President of Vacheron Constantin Americas, in a statement.

"Suite 1755 celebrates this connection and the shared creative spirits between Vacheron Constantin and Los Angeles," Mr. Schmiedt said. "It provides a unique opportunity for our guests to gain a deeper understanding of the maison's heritage, craftsmanship and technical excellence.

"I look forward to welcoming connoisseurs and watch enthusiasts to this beautiful new space to experience Vacheron Constantin."

The suite exhibition pops with style and artistic flairs. Art-deco works from the 1920s adorn the walls, with designs collected and curated from every decade of Hollywood history peppering shelves, panels and floors.



*Another look at Suite 1755. Image credit: Vacheron Constantin*

The opening comes as U.S. retailer Saks announces a one-on-one shopping experience, unveiling Fifth Avenue Club Suites across luxury resorts in the country ([see story](#)).

Even more similar in nature to Vacheron Constantin's exhibition, Italian fashion label Gucci opened an appointment-only retail concept for top clientele ([see story](#)). The space is also in West Hollywood, specifically on the iconic Melrose Avenue.

Vacheron Constantin's exhibition will run from April 27, 2023, to early July. Appointments will be accepted for times between 10 a.m. and 5 p.m.

#### Artful dedication

According to Vacheron Constantin, Suite 1755 boosts arts and culture through dedicated stylistic choices.

The brand has previously shown creative favor, working with sculptors, filmmakers, pop artists, photographers and others in artistic fields. The effort has been pushed both a domestic and global scale.

In May, Vacheron Constantin announced a continuation of a longstanding partnership with the Louvre ([see story](#)). The collaboration will now be supplemented with a new watchmaking experience exclusive to the iconic Parisian museum.

Like this latest unveiling, the culture of the surrounding city was heavily influential, creating a truly immersive

touchpoint for clients.

"Vacheron Constantin's rich narrative blends well with a city historic for its stories," Mr. Ramey said.

"'Artification' moves products from function to art; distancing the watches from their initial purpose to tell time," he said. "By doing so, you elevate the brand and your client's desire, as well as your margins."

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