

JEWELRY

Vacheron Constantin debuts timepiece-inspired track

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Artistic director Woodkid delivers a contemporary tune inspired by the house's haute horlogerie practice. Image credit: Vacheron Constantin

By AMIRAH KEATON

Swiss watchmaker Vacheron Constantin is taking an auditory approach with its latest release.

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Per the extension of a partnership with London's Abbey Road Studios, the brand continues a collaboration with French musician Woodkid that began a year ago. Inspired by the house's haute horlogerie practice, the artistic director delivers a contemporary track integrating the mechanical beating of a Vacheron Constantin watch for the very first time.

Setting the stage

A house synonymous with exceptional craftsmanship, Vacheron Constantin takes its dedication to new heights with "Euclidean Pulses."

At the heart of the campaign lies a harmonious collaboration between a classic timepiece's tempo and Woodkid's musical genius.

The launch of the exclusive composition marks a new feat. For the first time, sounds from a Vacheron Constantin watch are featured as part of an exploratory, 12-pulse tempo.

A campaign clip features the talent's creation. It begins with an intimate close-up of a Vacheron Constantin timepiece, meticulously capturing the intricate details of the watch's dial, hands and mechanical components.

A Vacheron Constantin timepiece centers "Euclidean Pulses 1"

Woodkid's piece highlights the punches of marimba and clarinet that unfold into novel rhythms informed by genres such as tango, bemb and bossa nova.

Amid the video, the camera gradually zooms in, inviting viewers to delve deeper into mesmerizing inner workings. As the plot unfolds, a symphony of visuals and sounds erupts before the audience's eyes and ears.

The heartbeat of a Vacheron Constantin watch is brought to life, intricately choreographed with Woodkid's production. Gears, cogs, and springs move in perfect synchrony, their rhythmic dance mirroring the ebb and flow of

the enchanting melodies.

The video seamlessly blends the abstract and the tangible, as imagery is interwoven with close-ups of the watch's inner workings.

Shadows, reflections and delicate lighting enhance the cinematic allure, casting soft black-and-white hues.

The campaign combines the enchanting melodies and harmonies crafted by Woodkid with engaging visuals, creating an ethereal atmosphere that draws the audience into the world of Vacheron Constantin.

The result pays homage to the precision and artistry of watchmaking.

Through this collaboration, the campaign brings to life the symbiotic relationship between technology and the arts, inviting viewers to explore the delicate making that renders each Vacheron Constantin timepiece a work of art.

Harmonious horology

Based on the brand's presence at Watches and Wonders Geneva 2023 ([see story](#)), the "Less'ential" theme under which Woodkid operates turns its attention toward technical sophistication.

Vacheron Constantin's "Less'ential" theme debuted at Watches and Wonders Geneva 2023

The back-to-basics approach encompasses the watchmaker's most recent bout with Woodkid, who had to revise all of his software codings to accommodate Euclidean rhythms for the effort, "just as a Vacheron Constantin watchmaker must perfectly understand the functioning of a mechanical caliber before exploring its priceless beauty," says the brand.

The project is rooted in Vacheron Constantin's shared involvement with the "One of Not Many Mentorship Program," headed by London's Abbey Road Studios.

Ultimately, "Euclidean Pulses" serves as a reminder that luxury brands can transcend their core product offerings to create immersive experiences that resonate deeply with their audience.

It is an invitation to explore the boundaries of creativity and embrace the power of collaboration to shape new narratives.