

RETAIL

Vacheron Constantin welcomes new boutique in Rome

February 7, 2025



The opening coincides with the maison's 270th anniversary. Image credit: Vacheron Constantin

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Swiss watchmaker Vacheron Constantin is opening the doors to its largest store in Italy.

The brand has debuted a new boutique in Rome. The two-floor location introduces a fresh design concept for the horology label, presenting a contemporary identity that utilizes the company's iconography across its interiors.

"By opening a new boutique in Rome, Vacheron Constantin is adding an Italian location of great importance," said Federico di Tizio, country manager for Italy & Greece at **Vacheron Constantin**, in a statement.

"This opening further strengthens our historic presence in the heart of the city, as the boutique will become a hub for both the local clientele and international visitors."

Time for change

Not far from the Spanish Steps is Vacheron Constantin's retail destination, spanning upwards of 2,100 square feet and stationed within the courtyard of a historic building.

To access the shop, visitors must traverse a long corridor from the street, the hall now adorned with Vacheron Constantin's Maltese Cross logo. Once inside, guests can find the company's current collections displayed in multiple rooms, in addition to a VIP lounge and an exclusive client consultation space.



The store takes inspiration from Rome's storied history through various design elements. Image credit: Vacheron Constantin

Situated on Via dei Condotti, the street that serves as luxury's epicenter in the historic city, the store operates from 11 a.m. to 7 p.m. daily. Decor and various fixtures feature updated design codes.

Vacheron Constantin celebrated the launch with an artistic collaboration, partnering with Italian ceramicist Denis Di Luca to craft a first-of-its-kind sculpture.

Named "Momenti," the piece is inspired by Roman architecture and sundials and takes the form of a series of 12 ceramic spheres composed to resemble ancient timing techniques. It symbolizes "harmony between the measurement of time and the cyclical nature of life," according to the brand.

Italian luxury conglomerate OTB Group also launched an artistic exhibition in Rome, showcasing various pieces from its fashion brands ([see story](#)).