



APPOINTMENT OF LAURENT PERVES AS CEO OF VACHERON CONSTANTIN



Vacheron Constantin is pleased to announce that Laurent Perves has been appointed as the Maison CEO, effective 1st January 2025, succeeding Louis Ferla with whom he worked closely for the past 8 years.

Laurent, who brings over 20 years industry experience to the role, has played an important part in positioning Vacheron Constantin as a leader in Haute Horlogerie and in its commercial success since joining the Maison in 2016, first as Chief Marketing Officer, and as Chief Commercial Officer since 2021.

A Swiss and French national, he has more than 20 years of experience managing global brands, leading creative teams as well as developing business in the luxury goods industry.

Laurent began his career at the LVMH group as Change Manager within its Perfumes and Cosmetics category. He then worked for ten years in the 'Prestige Products' Division of Procter & Gamble, where he occupied various functions in Consumer Intelligence, Marketing, Creation and Business Development, before reaching a Global Brand Leadership position on Gucci Parfums.

He joined the watchmaking industry in 2014 as Head of Brand Communication for Audemars Piguet, building specific capabilities in digital platforms and trade marketing while reinventing the brand communication campaign.

Laurent Perves graduated from ESSCA with a Master in Economics & Marketing, he completed his education with a Master in Processes Engineering & Project Management at Polytech Angers University as well as a Master in Strategy & Organization at Paris Dauphine University. He is also a Visiting Professor at Paris Dauphine University, NEOMA and Geneva University.



VACHERON CONSTANTIN

GENÈVE, DEPUIS 1755

Founded in 1755, Vacheron Constantin is the world's oldest watch Manufacture in continuous production for nearly 270 years, faithfully perpetuating a proud heritage of watchmaking excellence and stylistic sophistication through generations of master craftsmen.

At the pinnacle of Haute Horlogerie and understated elegance, the Maison creates timepieces with unique technical and aesthetic signatures, and an extremely high level of finishing touches.

Vacheron Constantin brings to life unparalleled heritage and a spirit of innovation through its collections: Patrimony, Traditionnelle, Métiers d'Art, Overseas, Fiftysix, Historiques and Égérie. It also offers its discerning clientele of connoisseurs the rare opportunity to acquire vintage pieces within the Les Collectionneurs assortment, as well as unique and bespoke timepieces by means of its Les Cabinotiers department.

More info on [Vacheron Constantin press lounge](#).