VACHERON CONSTANTIN
GENÈVE

the Quest

Embargoed Date : 15th of May

New flagship store in Seoul

A new milestone in Korea to celebrate Vacheron Constantin 270th anniversary

VACHERON CONSTANTIN OPENS MAISON 1755 SEOUL, A 629 SQUARE METERS FLAGSHIP BASED IN THE HEART OF CHEONGDAM-DONG.

AN IMMERSIVE PLACE BLENDING THE MAISON'S 270-YEAR HISTORY WITH KOREAN RICH ARTISTIC AND CULTURAL SPIRIT TO WELCOME WATCH COLLECTORS AND CONNOISSEURS

ARTWORKS BY KOREAN ARTIST, JINNIE SEO

MAISON 1755 SEOUL, AN IMMERSIVE FLAGSHIP

"In addition of offering an unparalleled experience for high watchmaking connoisseurs in Korea, blending innovation and heritage, Maison 1755 Seoul is set to become a cultural landmark, celebrating artistry, craftsmanship, and the timeless beauty of fine watchmaking." explains Sangjung Lee, Managing Director of Vacheron Constantin Korea.

The new Vacheron Constantin flagship Maison 1755 Seoul welcomes visitors with a distinctive brass façade inspired by the Maltese Cross – the Maison's emblem –with geometric lines that allow natural light to filter inside, creating a warm and sophisticated atmosphere.

The Maison 1755 Seoul offers a unique experience that seamlessly blends art, culture, and the world of fine watchmaking. Visitors are greeted by artworks commissioned by a Korean artist and demonstrating Vacheron Constantin's commitment to preserving Korea's traditional heritage and promoting its beauty. Beyond art and culture, following the distinctive experience of fine watchmaking, an in-house watchmaker offers services such as timepiece inspections, polishing, and personalized care-an. Visitors are invited to embark on an in-depth journey through the Maison's 270-year history via Chronogram, an interactive digital archive.

Showcases display an exquisite selection of timepieces, including Les Collectionneurs and Les Cabinotiers assortments. Vacheron Constantin's dedication to watchmaking excellence shines through every aspect of the Maison 1755 Seoul, which presents a curated selection of timepieces that embody the Maison's legacy of innovation and artistry.

To mark the opening of the flagship, the recently launched Overseas Grand Complication openface will be showcased. This first minute-repeater in the Overseas collection, features a perpetual calendar and a tourbillon regulator thanks to the ultra-thin manufactured Caliber 2755. The sapphire dial reveals the beauty of the movement, whose NAC treatment with rhodium-plated wheels enhances its contemporary spirit, with fine hand-finishing.

In addition to the intimate atmosphere inspired by Korean aesthetics with traditional materials, spaces such as a private lounge, a room dedicated to events and exhibitions and a rooftop garden provide moments of discovery and relaxation.

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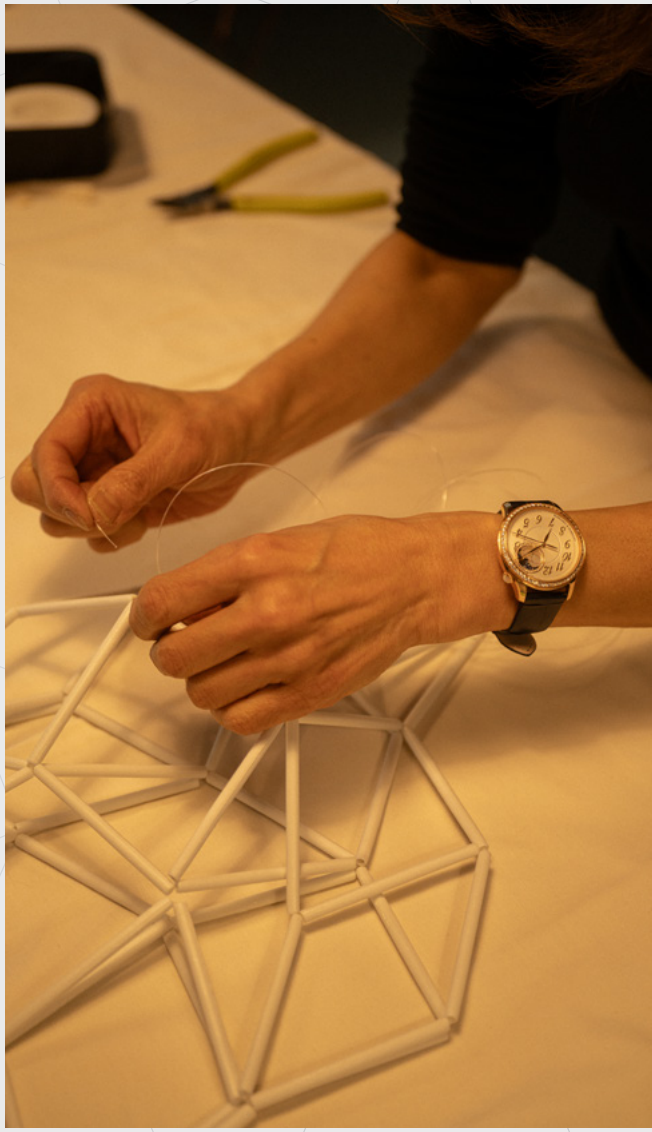
Vacheron Constantin will invite local artists to creatively interpret the Maison's identity. Best known for her monumentally scaled, site-specific projects, artist Jinnie Seo delves into the dynamic interplay between movement and presence. Through her diverse artistic practices in drawing, painting, sculpture, and installation, she composes meticulously detailed works that are both poetic and inviting. Her creations evoke a sense of wonder and encourage momentary consciousness. The opening exhibition features Constellation of Lights, a special installation by renowned Korean artist Jinnie Seo. This large-scale sculptural work consists of three pieces—Constellation of Lights, Blue Cloud, and White Cascade—constructed using copper, glass, and white porcelain, exploring notions of light, connection, and transformation.

Additionally, the boutique's exterior showcase offers a unique display of timepieces, featuring custom-made miniature tables inspired by the designs of traditional Korean tables. The backdrop consists of an architectural blueprint hand-stitched onto Korean silk organza, accentuating the displayed timepieces as true works of art.

This collaboration underscores Vacheron Constantin's dedication to preserving heritage while embracing innovation, aligning with Jinnie Seo's artistic philosophy of continuous evolution and exploration of new possibilities. Constellation of Lights invites visitors to appreciate the intersection of art, craftsmanship, and the passage of time.



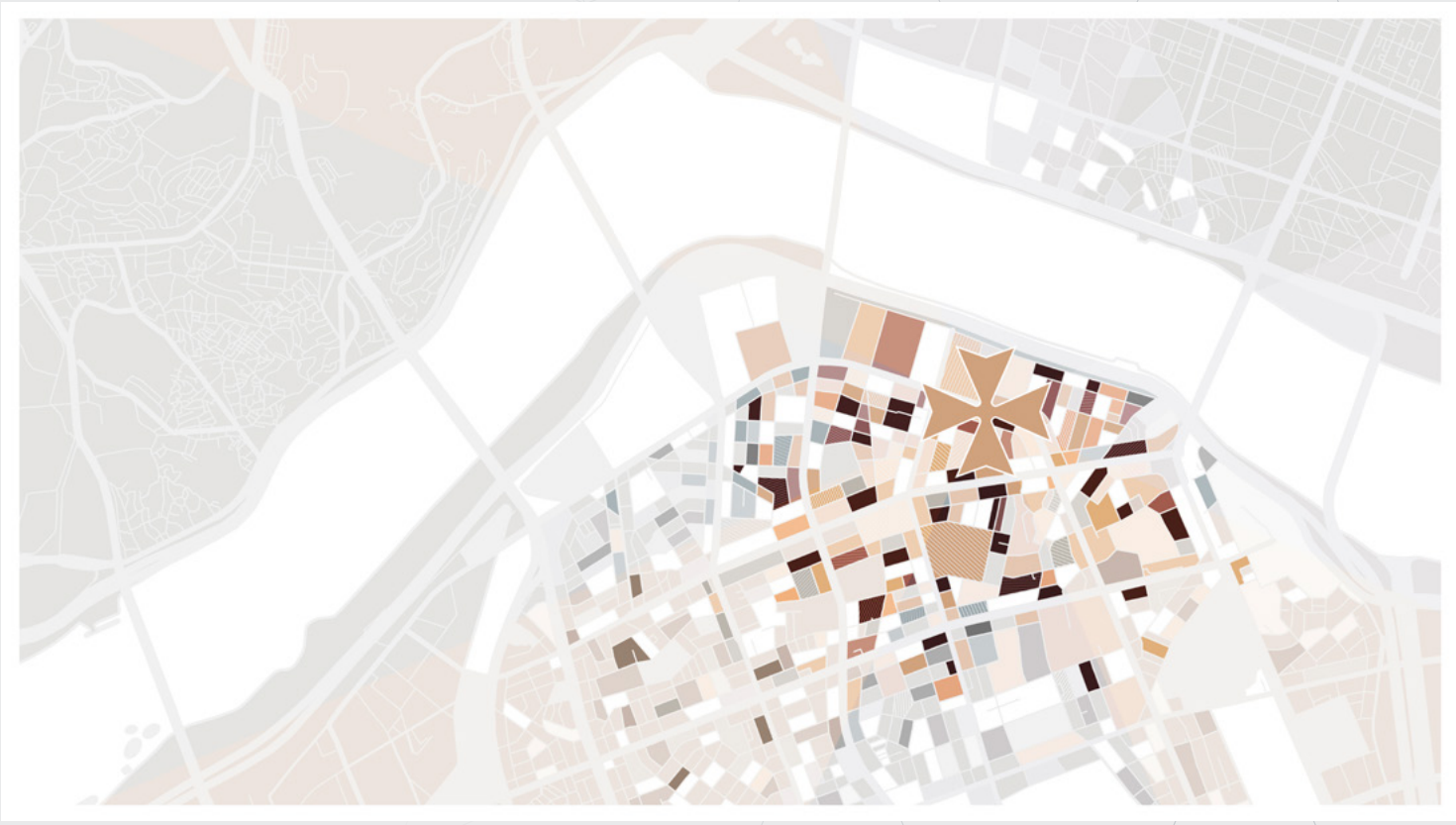
INFORMATION

Address

430, Apgujeong - ro, Gangnam - gu, Seoul,
Republic of Korea

Opening Hours

Monday - Sunday
11:00AM - 8:00PM
Reservations : 1877-4306



The founding of Vacheron Constantin in Geneva in 1755, during the Age of Enlightenment, marked the beginning of a unique quest for excellence. This quest, to which the Maison has maintained unwavering commitment for 270 years, defines every element of Vacheron Constantin's identity to this day. The quest for technical excellence is expressed through the mastery of mechanical complications, timekeeping precision, miniaturisation, original displays, fine finishing, and a vocation to always innovate. The quest for beauty fosters not only the creation of elegant designs and intricate artistic decoration but also enduring support for craft and artisans, including long-standing patronage of the Arts and culture. The human quest is manifested not only in a passion for continuous learning and improvement but also through a deep commitment to the transmission of knowledge and savoir-faire. This quest, encapsulated in the words of François Constantin in 1819 to «always do better if possible, and that is always possible», has served as the ultimate inspiration for a Maison focused on creativity and innovation for 270 years.

The Quest is showcased through a new communication campaign in 2025 – a visual story of a human adventure, the longevity of which is driven by the Maison's search for beauty. Woodkid, a musician and artistic director, has composed music dedicated to this 270-year quest for excellence.

To further celebrate the Quest, Vacheron Constantin has published Time is Art, in collaboration with Thames & Hudson, a coffee-table book comprising the work of four photographers, each of whom captures their own artistic vision of the Maison. The book will be unveiled during Watches and Wonders Geneva 2025.

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