



VACHERON CONSTANTIN

# Vacheron Co

The Swiss Timepiece Maison

1055 Alberni  
Vancouver, B  
May 14, 201





VACHERON CONSTANTIN



# Constantin

Launches in Vancouver's Luxury Zone

Street

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At the pinnacle of high horology and understated elegance, the **Maison Vacheron Constantin** creates timepieces with unique technical and aesthetic signatures and an extremely high level of finishing touches.

The luxury Swiss timepiece Maison, with over two hundred and sixty years of heritage, launched its first Western Canada boutique on prestigious Alberni Street in Vancouver's **Luxury Zone**.

Alberni Street is recognized as one of Canada's most desirable luxury retail addresses, offering a convenient shopping experience and proximity to hundreds of best-in-class retailers, in keeping with Vacheron Constantin's high level of sophistication and commitment to outstanding customer service.





The interior of the boutique is imbued with elegance and noble materials – wood, bronze and leather – which create a hushed, discreetly luxurious atmosphere.

This is the Maison’s seventh opening in North America, Toronto, Beverley Hills, Costa Mesa, Las Vegas, New York, and Miami.

Built upon a legacy of innovation and the pursuit of excellence, each timepiece is crafted in **Geneva, Switzerland** with care and passion by the finest watchmakers and craftspersons.

Known for achieving monumental technical feats as well as timepieces with beautiful finishing, the new downtown boutique carries the entire range of watches, as well as boutique-exclusive models, and offers the rare **Les Cabinotiers** service, which makes bespoke pieces tailored to the client’s desires, and one-of-a-kind masterpieces.

“We are delighted to have the opportunity to serve Canadians in British Columbia with a new boutique strategically located in the Alberni luxury district. The Western location will serve to complement our existing East coast Toronto, Ontario boutique and enhance our Canadian client’s understanding of Vacheron Constantin, and the Maison’s commitment to belle haute horlogerie,” said **Leslie Kobrin**, Vacheron Constantin President of the Americas.

In May, **Sharp Magazine** gathered an exclusive group of west coast watch collectors and VVIPs to preview the latest Vacheron Constantin’s timepieces, including the new **Fiftysix** and **Patrimony** blue dial watches.



✦  
*Sweet Song*

VACHERON  
MENU  
BY CHEF

The on-location event was followed by an intimate dinner at the award-winning and internationally renowned **Hawksworth Restaurant**, under the deft guidance of chef **Stephanie Noel**.

Each dish was inspired by a different Vacheron Constantin watch, such as the Fiftysix, for which Chef Noel created the second course consisting of a sweet pea agnolotti with morels and white asparagus.



  
IN CONSTANTIN  
GENEVE

INSPIRATION  
STEPHANE NOEL

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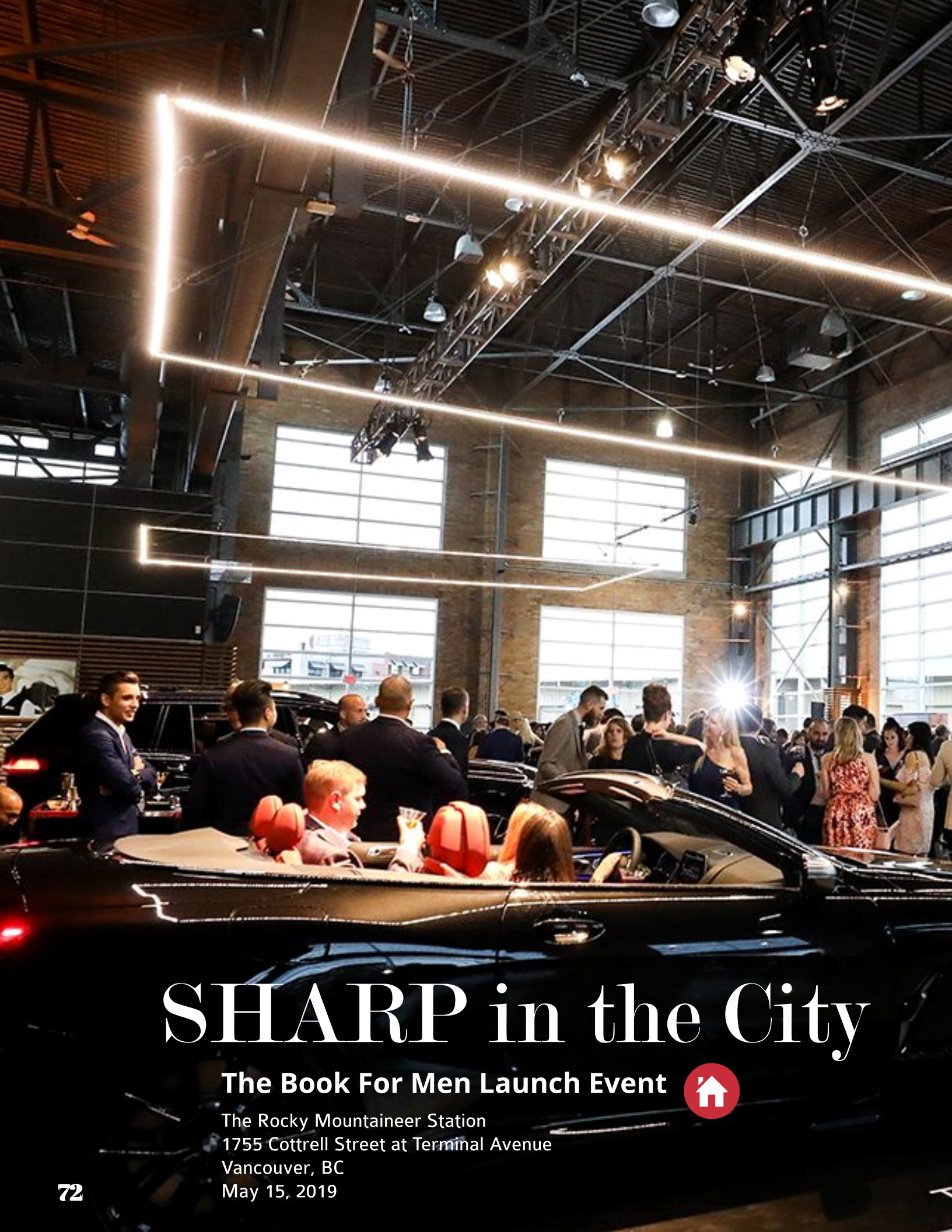












# SHARP in the City

**The Book For Men Launch Event**



The Rocky Mountaineer Station  
1755 Cottrell Street at Terminal Avenue  
Vancouver, BC  
May 15, 2019



THE MR50i CABRIOLET. 

SHARP



SHARP



# F

resh on the heels of a successful **Toronto** launch of the Spring/Summer issue of Canada's top men's magazine, the team repping **Sharp: The Book For Men**, jetted into Vancouver to throw their second release party at the **Rock Mountaineer Station**.

With guests numbering 400+, the event had been transformed into a haven of luxury. **Harley Davidson** displaying the 2017 **Street** models, **BMW** showcasing the **M2 and M5** models, and the **850i Cabriolet** for

Hand-crafted cocktails included gin and tonics from **Glenmorangie**, **Hennessy**, and **Patrón**, and the scent of **Paco Rabanne's XS** cologne the enlivened the air.

Well-dressed guests enjoyed playing **Pac-Man** and billiards, mingling, and taken off the top at the **Crowsnest**



expansive location  
with sponsors  
2019 lineup and  
**Competition**  
for admiration.

generous spirits  
and **Estrella Damm**  
**One Million**

ing classic  
and having a little  
at **Barber** station.





All images courtesy of SHARP Magazine



The Harley Davidson station was bringing guests with motorcycle licenses took rides, and all others couldn't resist to climb up on the stationary bikes and their vroom-vroom on!

Subscribe to **Sharp Magazine** and you'll find yourself on the receiving end of an invitation for their next launch event!



Magazine; shot by Butter Studios Agency

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