

## **Project n°14: Next generation luxury watch boxes**

Proposed by: Vacheron Constantin

### Company description:

Vacheron Constantin is the oldest watch manufacturer in the world with an uninterrupted history of over 260 years of exceptional watchmaking. Driven by a strong heritage of excellence, stylistic sophistication and extremely fine manufacturing, Vacheron Constantin develops and manufactures its time pieces in Plan-les-Ouates, Geneva.

Exclusivity, fine design and superior quality are the core characteristics of a luxury product. However, there are other factors that have a major impact on the brand image and client satisfaction. Examples of such highly valued criteria include: client experience, the service work and the atmosphere that surrounds a product. While Vacheron Constantin continuously works toward excellence in the entirety of these factors, the current project is motivated by these latter criteria.

### Project description:

The proposed project aims at rethinking the concept of a high-end watch packaging. Currently, every Vacheron Constantin watch comes in a luxury box (so called *ecrin*). An example of such a box is shown in the following picture. A typical box contains the watch, the authentication documents, user manual and a travel case. Some other accessories might as well be provided depending on the particularities of the watch.



The goal of this project is to create an original and innovative design for the next generation of luxury watch boxes. The objectives are to discuss and understand the problematics, to propose innovative functionalities such as re-winding systems and online measurement of chronometry. A proof of concept is expected at the end of the project.