



Forbes

Vacheron Constantin Brings Artist Zaria Forman Into 'One Of Not Many' Campaign, Unveils New Overseas Watches

Roberta Naas Senior Contributor

Literary tracker of timepieces and luxury goods.

Sep 11, 2023, 03:00am EDT

Updated Sep 14, 2023, 11:05am EDT



Vacheron Constantin names artist Zaria Forman as "One of Not Many" brand ambassador and as the face ... [+]VACHERON CONSTANTIN

Winston Wächter Fine Art, Inc.

530 West 25th Street, New York, NY 10001 TEL [212] 255 2718 FAX [212] 255 2719 EMAIL nygallery@winstonwachter.com www.winstonwachter.com



Well known for its creative “One of Not Many” marketing campaign that unveiled five years ago, along with its high horology watches, Vacheron Constantin continues to push the limits for both. Now, the brand clearly steps into the environmental awareness realm, as well, as it names artist Zaria Forman as its newest “One of Not Many” ambassadors. She is also the face for the Overseas collection, including a stunning new 18-karat gold and diamond version just released.



The Overseas watch shot with pastels that Zaria Forman works with. Her art portrays the urgency of ... [+]VACHERON CONSTANTIN



Forman is known for her artistic skills when it comes to reinterpreting nature – especially the pristine beauty of places many will never visit. She visits remote regions of the world, photographing images that inspire her, and that she later recreates as pastel works of art that convey the urgency of climate change. Among her travels: Antarctica, Arctic Canada and, for the new campaign she is creating for Vacheron Constantin’s Overseas watches, Iceland. The campaign imagery includes a series of drawing, a sculpture and video work. The timepiece in the first campaign images boast blue dials to match the blue skies and waters, and the icy snow of the region.



The new Vacheron Constantin Overseas watch is crafted in 18-karat rose gold with a matching dial ... [+]VACHERON CONSTANTIN



Vacheron Constantin is also unveiling a new self-winding 18-karat rose gold Overseas watch with a diamond bezel. The 35mm watch features a tone-on-tone rose gold dial achieved using lacquer and a sunburst satin-brushed finish that matches beautifully with the brush-finished gold case and bracelet.

According to Christian Selmoni, Director of Style and Heritage at Vacheron Constantin, the brand “wanted to offer a [dial] shade that would be different from the classic silver tone that usually goes with this type of pink gold watch fitted with a bracelet in the same metal. And yes, we were inspired by the pink gold/combination found in many of the Maison’s creations since the 1940’s.”



The new Vacheron Constantin Overseas watch is sold with two additional interchangeable straps. VACHERON CONSTANTIN



The watch has a slim, sporty chic attitude. Set with 90 diamonds on the six-sided bezel that recalls the brand's signature Maltese cross, the watch is powered by the self-winding caliber 1088/1 high-precision movement that consists of 144 individual components and beats at 4 Hz. The movement is equipped with a stop-second mechanism for precision setting and offers 40 hours of power reserve. The finely finished movement, with gold rotor engraved with a compass rose, is visible via the transparent sapphire case back. Like all Vacheron Constantin watches, it carries the Hallmark of Geneva. It is sold with two additional straps: a sporty white textured rubber strap and a white-stitched white leather strap.



Vacheron Constantin Overseas watch VACHERON CONSTANTIN