



Vacheron Constantin and the North American Institute of Swiss Watchmaking Announce Partnership

September 14, 2012 (New York, NY and Fort Worth, TX) - **Vacheron Constantin**, the oldest Swiss watchmaker in continuous activity, and the **North American Institute of Swiss Watchmaking (NAIOSW)**, today announced a new, two-year partnership to promote and support high-watchmaking in North America. Vacheron Constantin is the first Swiss watchmaking brand to partner with the NAIOSW, based in Dallas-Fort Worth, Texas. The partnership is an extension of the brand's worldwide support of the Institute of Swiss Watchmaking (IOSW), of which the NAIOSW is a branch.

The Classes of 2013 and 2014 that Vacheron Constantin is sponsoring celebrated their first day of school on September 13th with a special reception hosted by **Denis Jaquenoud**, president, NAIOSW, and **Hugues de Pins**, president, Vacheron Constantin North America.

The North American Institute of Swiss Watchmaking opened its doors in 2009 with a mission to preserve the art of fine watchmaking and meet an increasing demand for qualified watchmakers and craftspeople. The highly-selective program accepts only six students per intake to guarantee students ample one-on-one training with its instructors, who are among the finest in the industry.

The partnership with Vacheron Constantin adds a new dimension to the Institute and the learning experience of the Classes of 2013 and 2014. Vacheron Constantin will provide mentoring and educating of students about the watchmaker's career from a brand perspective. The brand will supply educational tools on high-watchmaking topics such as the prestigious Hallmark of Geneva, founded in 1887. In addition to other initiatives that are planned, students who graduate at the top of their class will be invited to Vacheron Constantin in Geneva for a 3-week Discovery Internship at the Manufacture.

"This partnership is faithful to our values of perpetuating the tradition of high watchmaking and transmitting the know-how of our watchmakers," said **Hugues de Pins**, president of Vacheron Constantin North America. "As the first Swiss watchmaker to have started, nearly 200 years ago, trading timepieces in the United States, we are proud to partner with the NAIOSW, to support its mission and create a bridge between our watchmaking apprenticeship initiatives in the U.S. and Switzerland," said Mr. de Pins.

Two certificates are offered at the NAIOSW: the Watch Encasing Technician Certificate which requires 640 hours of training over four months, and the Watchmaker Certificate which requires 3,000 hours over two years. The two-year Watchmaker program provides an advanced education and training. Both programs meet the exacting requirements of the "Swiss Made" standard and feature a student-centered learning environment offering the student both knowledge and understanding based on theory and experience. The Institute trainers have a more than 50 years of watchmaking and teaching experience combined.

The NAIOSW is part of The Institute of Swiss Watchmaking (IOSW), founded in 2008 in partnership with Watchmakers of Switzerland Training and Educational Program (WOSTEP), an independent institution based in Switzerland and recognized as an exemplary training center in the field of watchmaking. WOSTEP partners with watchmaking schools throughout the world to ensure high training standards and quality education in accordance with the demanding criteria of the Swiss fine watchmaking industry.

Vacheron Constantin is committed to support the IOSW worldwide. Its global partnership with IOSW is complementary to Vacheron Constantin's training policy, whose main objective is to develop and maintain global know-how and expertise in high watchmaking in order to provide the highest level of service to its customers everywhere.

About Vacheron Constantin:

Established in Geneva in 1755, Vacheron Constantin is the world's oldest continuous watch manufacturer maintaining a seamless tradition of watchmaking excellence for 257 years. Held in high regard by watch connoisseurs and enthusiasts alike, Vacheron Constantin's strengths lie in its superlative technical mastery, aesthetic know-how and extremely high level of finish. For further information, visit www.vacheron-constantin.com

About the North American Institute of Swiss Watchmaking:

The North American Institute of Swiss Watchmaking was developed in order to preserve the art of fine watchmaking and meet an increasing demand for qualified craftspeople. In addition to The North American Institute of Swiss Watchmaking NAIOSW in Fort Worth, Texas, the Institute of Swiss Watchmaking also offers programs in its Hong Kong school (HKIOSW) and Shanghai school (CNIOSW). For further information, visit www.iosw.com