

INTERNET

Audemars Piguet likens watch features to wardrobe trends

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Campaign image for Audemars Piguet Millenary watch

By STAFF REPORTS

Swiss watchmaker Audemars Piguet is appealing to “bold and sophisticated” females with its promotions for its new Hand-Wound Millenary 5201 timepiece.

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The brand’s marketing of the watch focuses on the rules broken by its design, which takes traditional shapes like the oval and alters them for a more striking, fashion-forward look. Presenting a timepiece as a fashion accessory may help women arrive at the conclusion that they need to update their jewelry collection.

Bending the rules

Audemars Piguet created a dedicated page for its consumers to delve into the new timepiece. Organized into chapters, the viewer can scroll down the page to explore different facets of the watch, from its “precious materials” to its “inner strength.”

When consumers first navigate to the page, they are greeted with a prompt to watch a video. The dark film, directed by Baillie Walsh and shot by David Bailey, alternates between footage of a woman wearing a little black dress and the watch’s features, showing the femininity of both.

Embedded Video: https://www.youtube.com/embed/qq_2Rc5eY_I

The New Hand-Wound Millenary 5201 #APWoman

Through the course of the page, consumers see previous designs that challenged convention by incorporating trends, such as a 1971 creation featuring tigers eye.

Similarly, the Millenary includes odes to haute joaillerie, including a diamond setting, a mother-of-pearl dial and a pink sapphire crown.

Since watches are a typically seasonless item, positioning them as a fashion accessory can speed new investment by affluent consumers.

France's Chanel is promoting an updated version of the J12 Automatic wristwatch with a digital and email campaign that frames apparel alongside the timepiece to highlight the brand's range.

Chanel's J12 has been a popular wristwatch for the fashion label and has seen many updates in both function and color options. Positioning the J12 Automatic with fashions, just as consumers are beginning to switch up their wardrobes for warmer weather, may entice Chanel fans to also revisit their wristwatch choices ([see story](#)).

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