

INTERNET

Audemars Piguet touts rule-bending capabilities to honor leap year

March 1, 2016



Promotional image for #ADayThatBreaksTheRules

By STAFF REPORTS

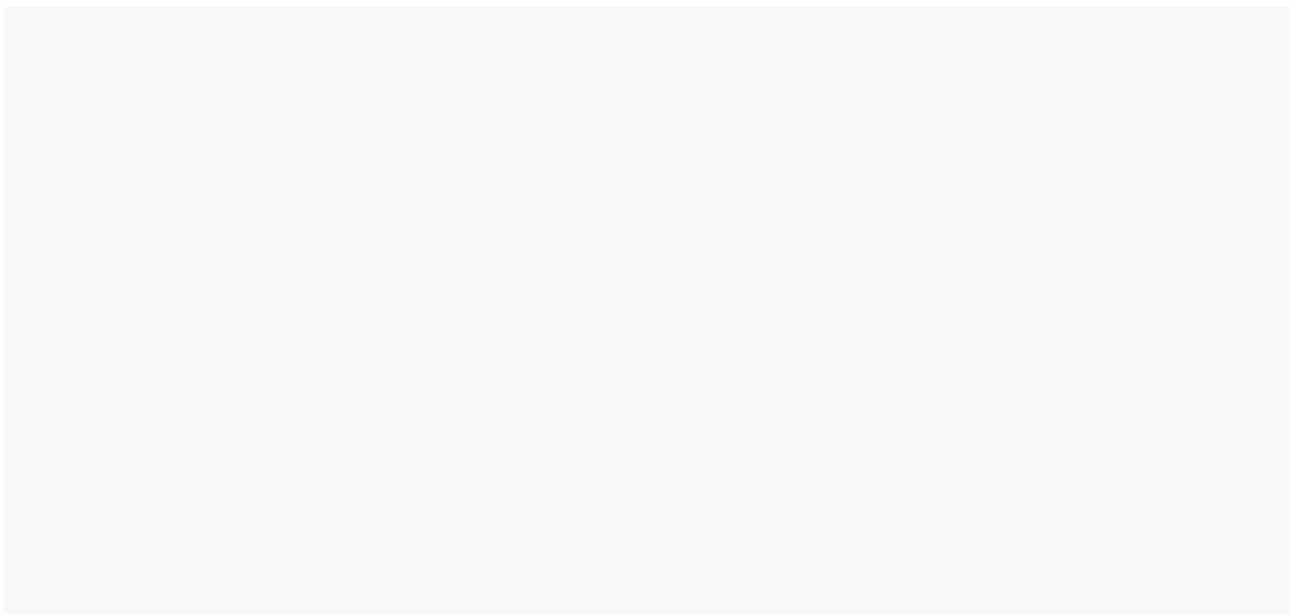
Swiss watchmaker Audemars Piguet is delving into the stories and facts behind leap day, a day that breaks the rules.

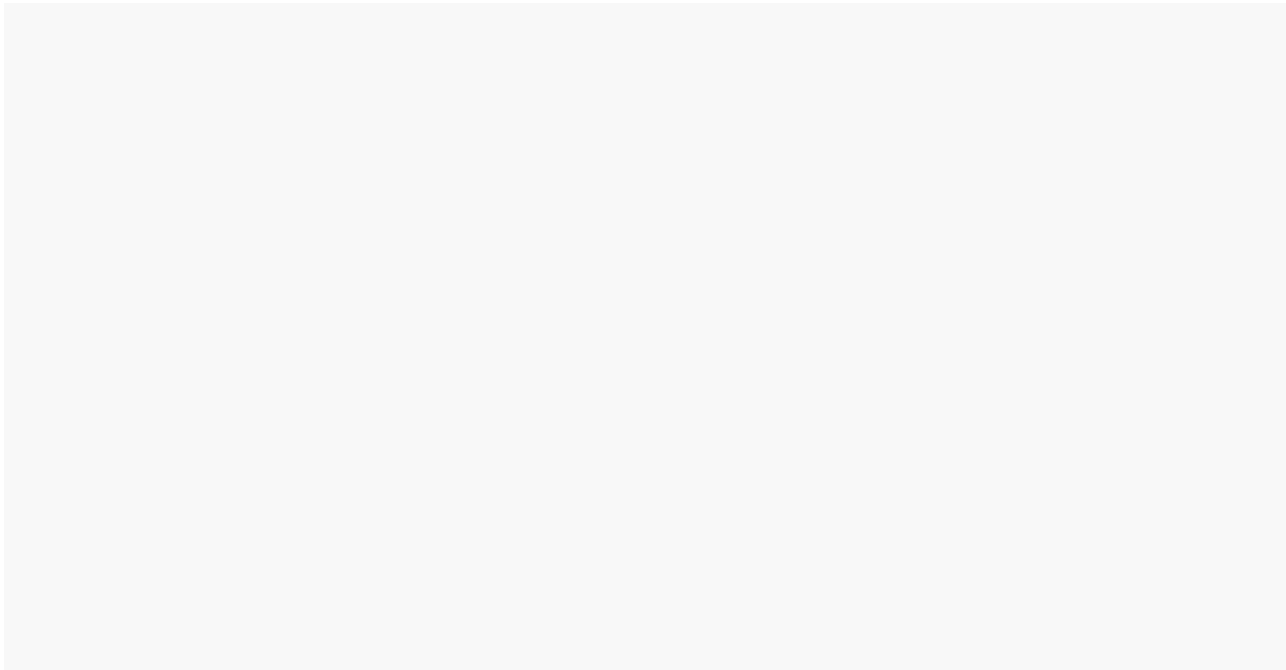
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Via a microsite and its social media accounts, the timepiece manufacturer is sharing 24 secrets for each of the 24 hours on Feb. 29, with additional video content broadcast live from its hometown of Le Brassus, Switzerland. The leap day is an occasion when consumers pause to think about timekeeping and the modern calendar, making this a prime opportunity for Audemars Piguet to meet their curiosity with exclusive content.

Calendar changeup

Audemars Piguet invited consumers to tune into its event on social media. From there, they could navigate to the microsite or follow the conversation through the hashtag #ADayThatBreaksTheRules.





More than 160 components in about 1.8 millimeters of space. Some of these are as thin as a single hair. Find out more on www.adaythatbreakstherules.com #ADayThatBreaksTheRules #watchmaking #watchmaker #leapday #secrets

A photo posted by Audemars Piguet (@audemarspiguet) on Feb 29, 2016 at 12:01am PST

The content centers on Audemars Piguet's perpetual calendar watches, which tell the date in addition to the hours, minutes and seconds. The movements inside these timepieces take into account the varying lengths of months and years.

In the first video, broadcast from Audemars Piguet's manufacture, a brand ambassador talks about the components that go into each perpetual calendar watch as he walks among the craftsmen in the workshop. He also takes questions from the audience watching on Facebook, letting the viewers guide the tour.

Two hours later, Audemars Piguet broadcast again, this time from its museum. A brand representative takes consumers into the brand's archives, pointing out historic timepieces that show the evolution of the watchmaker's calendar complications.

Finally, Audemars Piguet filmed live from its boutique, allowing for a focus on contemporary timepieces.

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Posted by [Audemars Piguet](#) on Monday, February 29, 2016

Throughout the day on Twitter, a new fact was released every hour. Insights included the fact that the first Audemars Piguet perpetual calendar timepieces were pocket watches from 1875 and a note that the Valle de Joux, the brand's home, is particularly good for star observation.

1 lunation. A cycle lasts 29 days, 12 hours, 44 minutes, 2.8 seconds [#ADayThatBreaksTheRules pic.twitter.com/DYDKg0mLhW](#)

Audemars Piguet (@AudemarsPiguet) [February 29, 2016](#)

For watchmakers and retailers, rule-breaking days are an opportunity to engage with fans.

Watchmaker and retailer Tourneau generated foot traffic with a time-centric event that offered complimentary service to create loyal consumers.

As watchmakers have opened standalone boutiques, watch retailers, such as Tourneau, must create in-store events

that generate interest in their wide offering of timepieces housed under one roof. For Daylight Saving Time March 9, 2014 at 2 a.m., Tourneau offered watch wearers the opportunity to have their sensitive timepieces reset to reflect the change in time ([see story](#)).

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