

ADVERTISING

Piaget exudes radiance in new global advertising campaign

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Piaget's Ultimate Radiance, Possession bangles

By STAFF REPORTS

Swiss jeweler Piaget's latest global advertising campaign is exploring its legendary boldness through a series of visual effects emanating from the center of its pieces.

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The visual effects used for the "Ultimate Radiance" campaign represent a return to the fundamental source of the brand and work as an invitation to the Piaget universe. Piaget collaborated with Ogilvy, Geometry Global Paris and photographer Ines Dieleman to convey its richness and diversity through print and short animations.

Starbursts

Each image created for Ultimate Radiance features a Piaget product at its center. Surrounding the jewelry is a visual effect that resembles a starburst explosion to create a mandala of texture, light and matter.

This background works to highlight the "sensuality, infinite elegance or wild extravagance of Piaget masterpieces, while simultaneously communicating the positive energy they exude." Piaget's advertising approach also draws on its heritage and serves as an "ode to audacity, self-surpassing, shared joy, aesthetic allure and freedom."



PIAGET

Piaget Altiplano timepiece, Ultimate Radiance campaign

The celestial campaign backgrounds, a radiant crisscross pattern for its timepieces and a powdered gold halo, play off the properties of the jewelry featured. For instance, the crisscross lines reflect the thinness of Piaget watches while the gold circles leverage the "solar aspect" of its jewelry collections.

Piaget's campaign was captured by Ms. Dieleman, who relied on real effects "of light and movement, of matter and radiance" rather than computer-generated visuals.

"Ultimate Radiance expressed a fundamental truth about the brand to which no other luxury house can lay claim, exuding the radiance that is intrinsic to Piaget creations, and intensely felt by the people who wear them," said Philippe Leopold-Metzger, CEO of Piaget, in a brand statement. "This new campaign powerfully expresses our fundamental values and the effect produced by every Piaget creation."

If you can see this, your browser doesn't understand IFRAME. However, we'll still [link](#) you to the video.

Piaget Ultimate Radiance

Piaget's distinctive style was recently on display through a sponsorship for Art Dubai in the United Arab Emirates March 16-19.

The jeweler's support of the tenth edition of Art Dubai created a platform to illuminate some of its own most creative designs.

Held at the Madinat Jumeirah resort, the most prominent art fair in the Middle East, North Africa and South Asia brought together 94 galleries from 40 different nations, making it a truly global affair. During the show, Piaget hosted a specially curated exhibit of pieces from the 1960s and 70s and high-jewelry designs, allowing the brand to showcase its artistry to the creatives gathered ([see story](#)).