

JEWELRY

Audemars Piguet cheers Serena Williams' quest for milestone win

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Image from Audemars Piguet's "If"

By STAFF REPORTS

Swiss watchmaker Audemars Piguet is supporting Serena Williams as she vies for her seventh win at Wimbledon.

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The 34-year-old top-ranked female tennis player in the world just advanced to the finals in the tournament, bringing her one step closer to 22 grand slam titles, a feat that would tie the current record. Showcasing her athletic prowess, the brand has filmed an inspirational short that shows how Ms. Williams has broken the rules.

Making a racket

On Thursday, July 7, Ms. Williams won her semi-final match against Elena Vesnina, sending her to the finals. Her opponent could be her sister Venus Williams, frequently her competitor on the court.

Her ninth Grand Slam final at the All England Club will take place on Saturday, July 9.

If she succeeds, Ms. Williams will be tied with the only other woman to win 22 Grand Slam titles, Steffi Graf.

In honor of Wimbledon, Audemars Piguet is celebrating determination with a short video. Ms. Williams appears in the black-and-white film wearing a bodysuit and white Nike sneakers, putting her physique front and center.

The athlete is positioned in an empty room, and she uses the walls around her to play a solo game of tennis, with some of her shots shown in slow motion to add drama.

For this film, Audemars Piguet was inspired by a quote from a Rudyard Kipling poem, which is inscribed on the wall of the Center Court player's entrance. It reads, "If you can meet with Triumph and Disaster and treat those two impostors just the same."

Serena Williams "If"

Ms. Williams' voiceover is heard throughout the short reciting two stanzas from the poem.

Athletes and other best-in-class competitors are a popular choice to demonstrate a brand's prowess.

German automaker Porsche is proving that only the best has a chance at beating the best in a commercial for its 2017 911.

The spot, titled "Compete," shows some of the greatest competitors, including Maria Sharapova and Muhammad Ali,

pitted against themselves. This effort communicates a drive for perfection and positions Porsche as being in a class of its own ([see story](#)).

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