

JEWELRY

## Piaget courts new generation with rule-breaking timepiece

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Ryan Reynolds for Piaget Polo S

By STAFF REPORTS

Swiss jeweler Piaget is appealing to game changers with the help of nine global mavericks.

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The Piaget Polo S had its global premiere at a livestreamed event in New York on July 14, during which the ambassadors of the timepiece were introduced. Piaget's marketing surrounding the watch, including its choice of representatives, is based on the concept of leading rather than following.

### City meets sport

In 1979, the original Piaget Polo was launched. The casual-appropriate timepiece gained an affiliation with New York when the Piaget polo team galloped on horses down Fifth Avenue in 1985.

Appropriately, Piaget returned to New York to introduce this timepiece.

Teasing the event, the Richemont-owned jeweler first tapped into consumers' desires to #PlayADifferentGame starting last week.

On a branded microsite, consumers are treated to a virtual reality polo video, viewable via desktop, mobile or with a VR cardboard viewer or headset. Virtual reality is still a novel technology, meaning that engaging deployment can make an impression on consumers that outlasts more traditional marketing means ([see story](#)).

During the event, Piaget CEO Philippe Leopold-Metzger introduced the timepiece, which is the first all-steel line for the brand, boasting a lower entry-level price point for the brand hovering around \$9,000.

Actor and brand ambassador Ryan Reynolds stars in the campaign for the Piaget Polo S. In a film, he is shown in a city apartment visualizing the experience of a lone polo player. As the rider strikes the ball, he runs out of the apartment and onto the roof in time to see the ball flying through the air in front of him.

He leaps over roof tops and eventually catches the ball. As he touches the watch now magically on his wrist, the camera pans out to show the rooftops of Manhattan covered in grass.



*Teaser for Piaget Polo S event*

Aside from Mr. Reynolds, British polo player Malcom Borwich, Swiss novelist Jol Dicker, Chinese actor Hu Ge, Belgian tennis player David Goffin, Sultan Al Habtoor, actor Michael B. Jordan, Japanese singer-songwriter Miyavi and French chef Jean-Francois Pige are also representatives of the timepiece. These men were on-hand at the event, and Mr. Al Habtoor took over Piaget's Snapchat for the evening.

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