

JEWELRY

Piaget uses summer as muse for festive collection

August 16, 2016



Jessica Chastain modeling Piaget's Sunny Side of Life collection

By SARAH JONES

Swiss jeweler Piaget is encapsulating the ambiance of a late summer afternoon in vibrant party-ready pieces.

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Taking inspiration from California's Palm Springs, the brand's Sunny Side of Life collection of high-jewelry and fine watches uses brightly colored precious stones to mimic the azure water of a pool or verdant foliage. Paying homage to Piaget's code of radiance, the metals and contrasting gems bring a new facet to the jeweler's philosophy.

"Due to long heritage and very delicate nature of the high jewelry industry, lots of jewelry brands market their pieces in a very serious way concentrating efforts around handmade craftsmanship and details of the product itself," said Anna Szubrycht, founder and president of **Chic Being**, a Santa Monica, CA-based luxury brand consultancy.

"The Sunny Side of Life is an everyday story of a pool party that could happen anywhere during this summer: Palm Springs, Saint-Tropez or St Barth," she said. "With relaxed ambiance and lots of vibrant summer colors Piaget's new concept builds the online luxury customer experience bringing fresh vibes to the marketing efforts of this high-end jewelry brand."

Ms. Szubrycht is not affiliated with **Piaget**, but agreed to comment as an industry expert.

Piaget was unable to comment directly before press deadline.

Poolside creations

Sunny Side of Life includes 150 party-ready pieces, including timepieces and baubles.

Cuff watches come with engraved palm leaves or diamonds and emeralds set in botanical patterns. A bracelet features a mosaic that mirrors the look of the bottom of the pool, while pink sapphires are laid in a shape that mimics a flamingo.

The mosaic cuff was designed alongside returning brand collaborator Nelly Saunier, with blue diamonds and sapphires set using feather marquetry.



Piaget's Sunny Side of Life

Using artisan techniques, gold is mesh-woven, hammered or cabled. Hand-guilloch work engraves creates irregular lines along some pieces, bringing to mind the rippling of silk.

Four haute timepieces rely on Grand Feu enameling, a process developed in Geneva in the 1600s. Hand-guillochd gold dials are covered with colored enamel powder and then undergo successive heating and cooling treatments.

Originally unveiled during Paris Couture Week in July, Piaget has used digital content to bring the pieces to consumers around the globe.

Brand ambassador Jessica Chastain was photographed by James White wearing pieces from the collection. In these images, she is dressed in a deep turquoise to offset the jewels.

Bringing the collection concept to life is a short film. As a bubbly tune plays, flamingoes are seen lounging next to the water.

Pink gems are photographed atop feathers, with a single diamond shown sliding down a curve into a blue pool. Lighting effects make blue pieces appear as if they are submerged in water, as light bounces off pretend waves.

Golden pieces are seen against reflective sand, while palm fronds part to reveal emerald jewels.

Sunny Side Of Life : a Piaget High Jewellery and Fine Watchmaking Collection

These clips are being repurposed on Piaget's Instagram account, as the brand shares edits of the full two-minute film. Captions reference the season, with ideas such as, "Soaking up the last rays of the radiant sunEnjoy the #SunnySideOfLife!" or "Time to chill by the pool."

"This campaign is targeting a young, feminine audience," Ms. Szubrycht said. "Choosing Jessica Chastain as the brand ambassador is a very thoughtful way to reach modern, social media savvy affluent customers.

"Also, using very popular and generic hashtags such as #summertime or #pool allows the brand to reach even larger and more aspirational target group."

Lightening up

This campaign reflects a primary focus on Piaget's designs.

The jeweler's latest global advertising campaign explores its legendary boldness through a series of visual effects

emanating from the center of its pieces.

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 ([see story](#)).

As the weather heated up, jewelry brands feted the seasonal shift with special collections.

Swiss jeweler Chopard is celebrating the freedom that comes with summertime with the help of three playful muses.

Proving that its Happy Diamonds collection is equally appropriate for casual attire and occasions, a short film captures a trio of ladies as they frolic on the beach, dance and bask in the warm weather. While diamonds may not typically be associated with summer pastimes, Chopard's places its jewels within quintessential summer scenes ([see story](#)).

"It is crucial for jewelers to market fine jewelry by underlining specific emotions and feelings associated with important moments," Ms. Szubrycht said. "In case of Piaget, the Sunny Side of Life campaign focuses on evoking the feelings of joy and freedom as well as sharing the moments of happiness with friends and family who enjoy the summertime together."

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