

JEWELRY

Piaget showcases bold vision in Art Dubai display

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Piaget's Sunny Side of Life collection

By STAFF REPORTS

Swiss jeweler Piaget is diving into its joie de vivre for a colorful exhibit at Art Dubai.

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Piaget is returning as a lead partner of the art fair, which will see 92 galleries from 44 countries gather at Dubai's Madinat Jumeirah hotel from March 15-18. Last year's event gathered more than 27,000 visitors, giving Piaget a large, affluent audience to showcase its artistry.

Sunny side up

Piaget's second showcase at Art Dubai is centered on the jeweler's summery collection that debuted last year during Paris Couture Week.

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.

The 150 party-ready pieces include techniques such as engraved palm trees or diamonds and emeralds set in botanical patterns. A mosaic in shades of blue is meant to look like the bottom of a pool, while pink stones mimic the look of a flamingo ([see story](#)).



The making of Piaget's Sunny Side of Life

This collection will be on display within the hotel for the duration of Art Dubai. The brand is also hosting half-hour guided tours on Thursday at 5:30 p.m., Friday at 4 p.m. and Saturday at 2:30 p.m.

Along with Piaget, other luxury brands are looking to reach those gathered at Art Dubai throughout the week. For this 11th edition of the fair, Audi is the exclusive car partner, while Ruinart is the official Champagne sponsor.

"Over the years and through its programming, Art Dubai has become one of the world's most dynamic art fairs," said Myrna Ayad, fair director of Art Dubai, in a statement. "Through its year-round activities, educational initiatives and artistic commissions, Art Dubai redefines what an art fair can be and I am delighted that this year with new initiatives such as the Modern Symposium and our largest performance art program to date, we will be able to offer further insights into the regional art scene with an increased program to engage our visitors outside the gallery halls."

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