

JEWELRY

## Piaget debuts limited-edition tribute to Altiplano watch

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*Piaget's Altiplano watch debuted 60 years ago in 1957*

By DANNY PARISI

Swiss watchmaker Piaget is issuing a special limited-edition version of its Altiplano watch in celebration of the timepiece's 60th anniversary.

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Additionally, Piaget is dedicating all of 2017 to the Altiplano, rolling out new marketing materials and products to celebrate the 60th year since the watch's creation in 1957. A short film accompanies the announcement as well as a first look at the new edition of the Altiplano watch.

With the launch of the limited edition Altiplano watch, Piaget is likely going after true watch enthusiasts," said Donnie Pacheco, [Clean Channel Consulting](#), Seattle. "Typically, limited editions appeal to watch and brand enthusiasts and the addition of a tourbillon, also targets a true watch enthusiast.

"However, with this limited edition, Piaget is also introducing new colors that are more fashion forward and the advertising focuses on the color, the simplicity of design as well as the slim case. By highlighting these elements as well, Piaget is broadening the reach beyond brand or watch enthusiasts and targeting a more fashion customer."

### Altiplano

In 1957, Piaget was on the forefront of a new movement in watchmaking: the ultra-thin watch.

The Altiplano watch was one of the first ultra-thin watch models and continues to be a popular choice for those desiring a thinner watch. Since its inception 1957, the Altiplano has remained a staple of Piaget's collection of watches.

Now, 60 years later, ultra-thin watches are still popular, with many similar models being made by other prominent watchmakers.

To celebrate the legacy of the Altiplano, Piaget is dedicating 2017 to that specific model. In addition, Piaget is releasing a limited-edition commemorative model of the Altiplano for lovers of the watch and the brand to collect.

This limited-edition model will come in a number of bold colors, all with the classic Altiplano design.



### *The Piaget Altiplano*

Along with the new edition of the Altiplano, Piaget has created and released a short film promoting it.

The video spot shows two men and a woman, each driving an expensive car or motorcycle through a desert, dressed impeccably and with a new Altiplano on their wrists.

When they finally meet, they walk together and join a group of people to have dinner, go to a dance party and don sunglasses to watch a solar eclipse.

As the video ends, the sun setting on the horizon fades into a profile view of the super thin Altiplano.

The video emphasizes the sleek design of Piaget's Altiplano and the luxurious lifestyle that has always been attached to the timepiece.

60th anniversary

The digital marketing for this campaign is representative of Piaget's recent entry into the digital space, most notable in its joining of Net-A-Porter's digital ecommerce platform.

Piaget debuted its Possessions line on the Net-A-Porter site in April. Luxury brands traditionally seek control in their distribution, but a number of jewelers have entrusted Net-A-Porter to retail multi-thousand dollar pieces online ([see story](#)).

### *Piaget's accompanying short film*

Additionally, Piaget recently joined the 2017 Art Dubai festival in the United Arab Emirates.

Piaget returned as a lead partner of the art fair, which saw 92 galleries from 44 countries gather at Dubai's Madinat Jumeirah hotel from March 15-18. Last year's even gathered more than 27,000 visitors, giving Piaget a large, affluent audience to showcase its artistry ([see story](#)).

The watchmaker's celebration of its classic watch will likely be of interest to hardcore enthusiasts whose affection for iconic watches and limited-editions will likely drive sales.

"The campaign Piaget is using to promote the launch, is standard watch marketing fair," Mr. Pacheco said. "The copy mentions that it is the 60th Anniversary of this watch and states that in 1957 the launch was 'defining the codes of a new elegance' and the video supports that claim with a visually appealing and elegant video.

"However, it does not make a real connection to the brand, nor does it play up the history of this style or the brand. This particular campaign plays to customers already familiar with the brand.

"If Piaget wants to broaden its reach, it should highlight the history of this watch and how it fits into the overall brand. The 60th anniversary of a simple, ultra-thin timepiece is a milestone and the heritage aspect can be highlighted in a

much bigger way."

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