

JEWELRY

## Audemars Piguet chases the sun to welcome summer timepieces

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*Hong Kong as depicted in Audemars Piguet's series. Image credit: Audemars Piguet*

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By STAFF REPORTS

Swiss watchmaker Audemars Piguet is celebrating the longest day with global content.

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For the Summer Solstice, the brand is taking consumers on a trip around the world, stopping at its international boutiques throughout the 36 hours of sunlight. While functioning as an engagement opportunity around a shared experience of the first day of summer, Audemars Piguet's event also promotes two limited-edition watches made for the season.

### Summer sun

Audemars Piguet has centered its Solstice celebrations on a Facebook event page. This allows the brand to separate the content from its regular timeline, reaching those who express interest and navigate to the event details.

Throughout the event, being hosted from June 20-22, Audemars Piguet is sharing photos of its boutiques and skyline shots of cities such as Paris, New York and Dubai.

The brand is also hinting at its Summer Edition timepieces in its posts, sharing photos of parts of the watches.



Audemars Piguet

3 hrs · 🌐

Aloha summer in Waikiki. Inspiration from the white sandy beaches.  
<http://bit.ly/APBoutiqueWaikiki>



*Facebook post from Audemars Piguet. Image credit: Audemars Piguet*

Audemars Piguet's Royal Oak Offshore Summer Edition chronographs are limited-edition watches featuring white rubber straps.

One, produced in a series of 200, features a stainless steel case embellished with a ring of diamonds around the bezel. This timepiece is water resistant up to 50 meters.

The other style features an 18-karat pink gold case. Five hundred of these watches were made.

Along with the main Summer Edition timepieces, Audemars Piguet has created a special version of the Summer Edition watches for the Byblos Hotel in St. Tropez to celebrate the property's 50th anniversary. The Byblos versions of the watches will retail exclusively at the hotel until June 25, at which point they will also be sold at Audemars Piguet's concept store until Oct. 16.

This marks the first time in its history that the watchmaker has created a style dedicated to a hotel.

Along with Audemars Piguet, Missoni, Goyard and Dom Prignon have also developed exclusives in honor of Byblos' half century in business ([see story](#)).

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