

JEWELRY

Piaget takes inspiration from Ibiza for brand campaign

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Piaget's "Sunny Side of Life" campaign. Image courtesy of Piaget

By STAFF REPORTS

Swiss jeweler Piaget is transporting consumers to the tropics in its latest advertising effort.

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Debuted during Salon International de la Haute Horlogerie, Piaget's "Sunny Side of Life" campaign was inspired by Ibiza, a recurring campaign theme for the brand. The campaign commemorates the house's celebratory and joyous philosophy.

Solar flair

Piaget's global brand campaign stars Doutzen Kroes. Shot by Mert & Marcus, the ads feature the model posing in a sun-drenched atmosphere, intended to communicate Piaget's bright outlook on life.

Spanning print and digital, the campaign promotes Piaget's watches and jewelry, including its Sunlight Journey high-jewelry collection. Ms. Kroes also wears Limelight Gala watches and bangles from the brand's new Possession collection, which is being shown at SIHH.



Piaget's "Sunny Side of Life" campaign. Image courtesy of Piaget

For the campaign's launch at the watchmaking fair, Piaget hosted a private dinner. In attendance were brand ambassador Ryan Reynolds, Ms. Kroes, Piaget CEO Chabi Nouri and brand friends including models Coco Rocha and Barbara Palvin.

The event space was decorated to resemble the campaign's setting, complete with pink flamingoes and a dining room that recreated the visual of a swimming pool, referencing the water Ms. Kroes jumps into during the campaign film.

Guests at the Piaget SIHH 2018 dinner

After years of a downward slope for the watch industry, the sector is finally seeing positive news as it begins to gain traction with a strong total value as digital retail and smartwatches continue to threaten its existence.

The first high-end watch show of 2018 is kicking off amongst a long-awaited bounce back for the industry and will include a first-time presenter. The Salon International de la Haute Horlogerie (SIHH) began on Monday, Jan. 15 in Geneva with 35 presenting watch brands ([see story](#)).

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