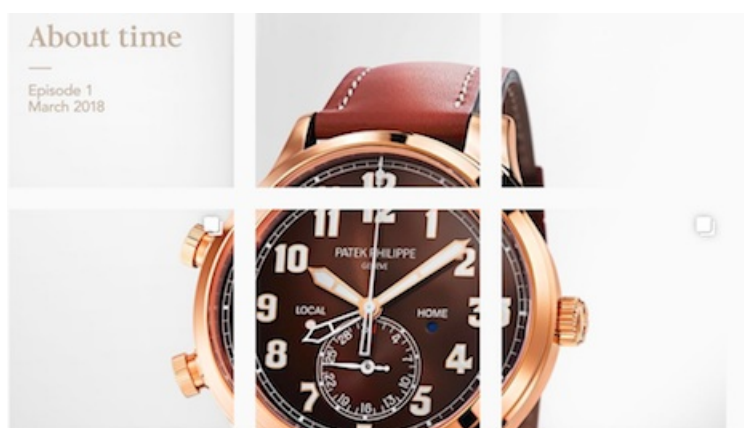


JEWELRY

Patek Philippe surprises fans with digital launch doubling as reveal

March 20, 2018



Patek Philippe launches an Instagram. Image credit: Patek Philippe

By BRIELLE JAEKEL

Swiss watchmaker Patek Philippe is finally taking on a strategy that many luxury brands have been forced to adopt ahead of Baselworld.

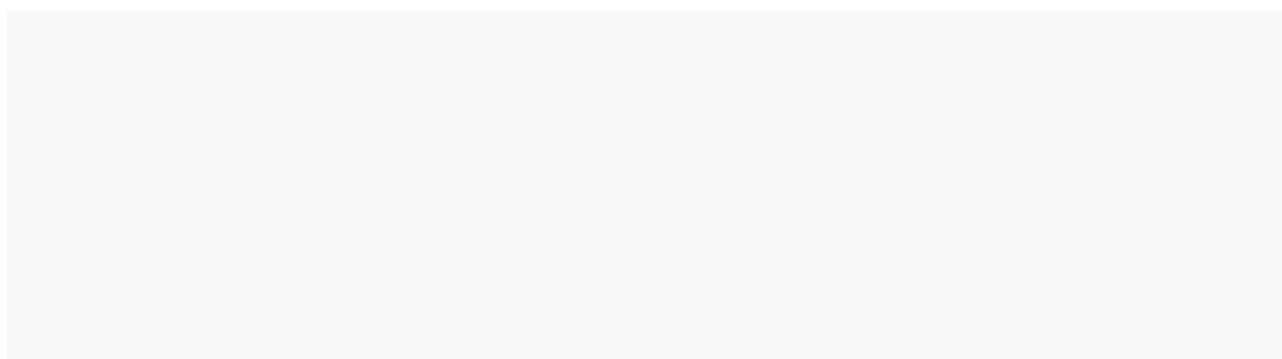
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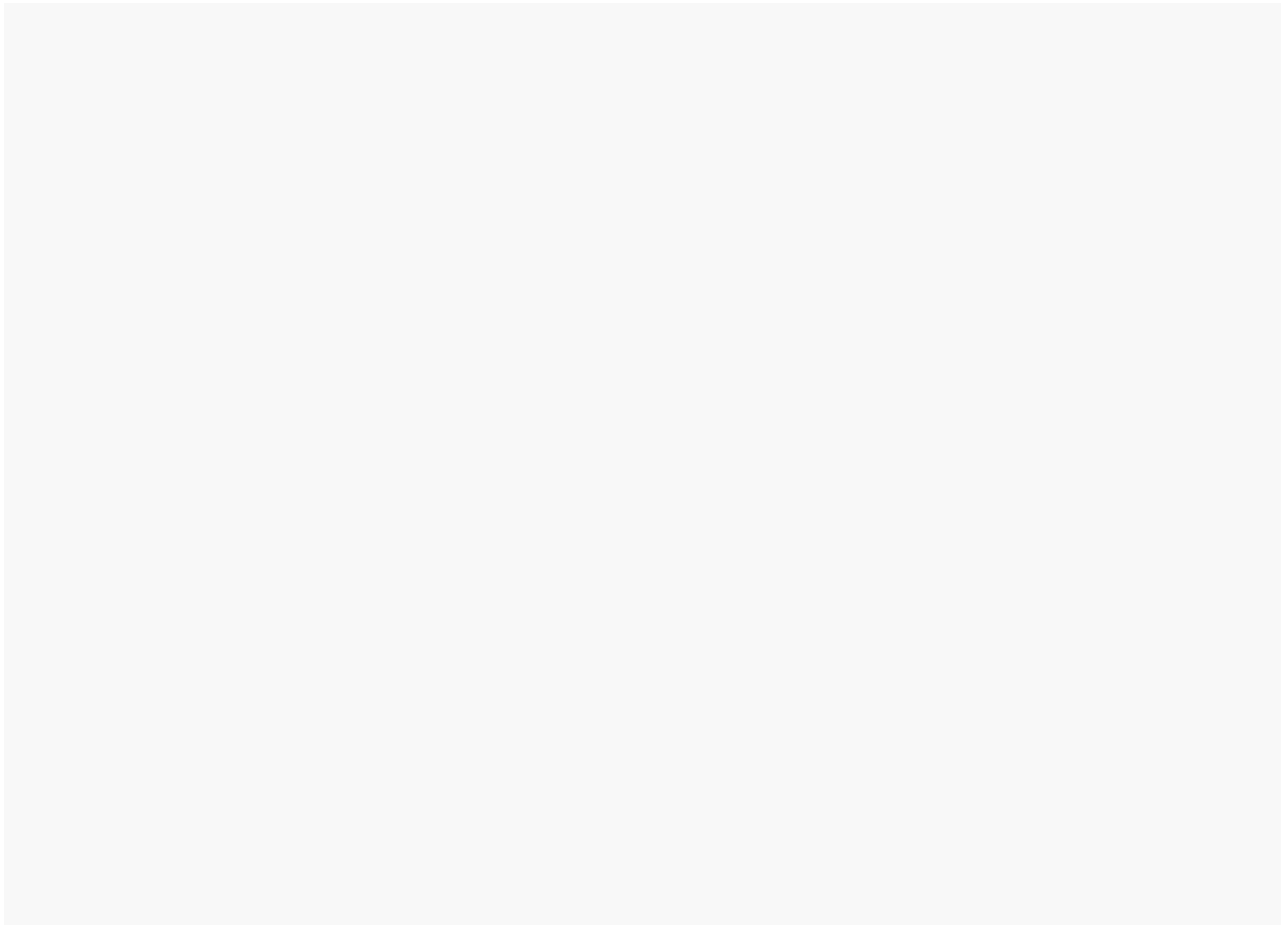
Starting on March 18, Patek Philippe debuted its Instagram account, which was a shock to many fans as the brand has largely been absent from social media. The launch is a part of the brand's digital revitalization, as more luxury marketers are forced to take on the digital and social worlds they previously strived to avoid.

Luxury in digital

Prior to its Instagram launch, Patek Philippe revealed a new Web site last October, despite its history away from the digital world.

The brand's new social media page debuted with a series of exclusive content to give followers a sneak preview of two of its upcoming models. These designs will be featured at Baselworld, along with a series of other new models on March 21, the fair's press day.





Antoine Norbert de Patek and Jean Adrien Philippe had one common ambition: to develop and manufacture the finest timepieces in the world. Explore the stories behind the oldest and only independent family-owned Genevan manufacture on the 18th of each month, at 18:39 GMT+1. A time known as #PatekTime.

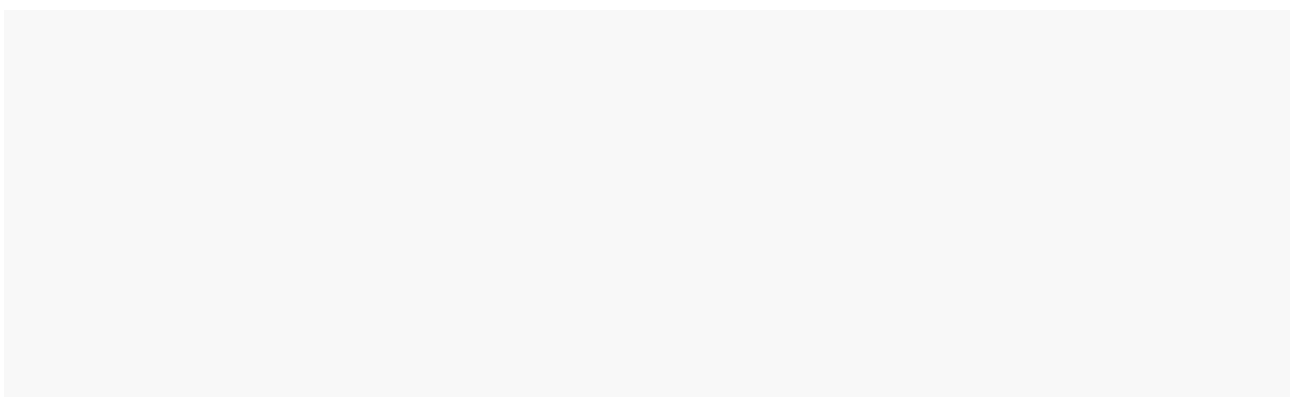
A post shared by Patek Philippe (@patekphilippe) on Mar 18, 2018 at 10:44am PDT

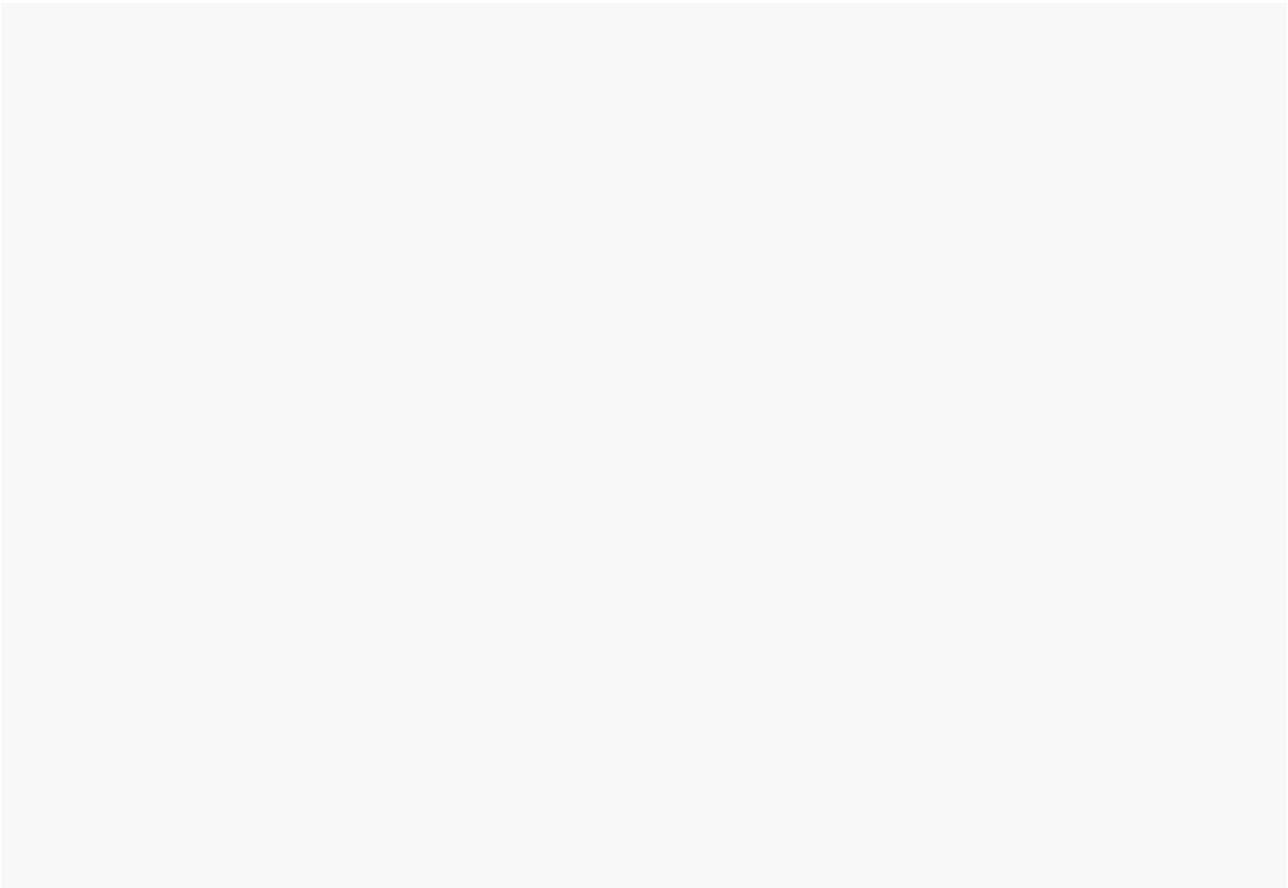
Patek Philippe's timing of its Instagram reveal was no coincidence. The brand chose for its page to go live at 18:39 Geneva time, or 3 p.m., to celebrate its heritage, as the watch manufacturer's business operations started in the year 1839.

Its debut content features a series of smaller images that when viewed as a whole depict a larger image of its new model.

The Instagram also features a series of carousel posts, which showcase a small cluster of images that users can scroll through within one post.

Patek Philippe's carousel posts boast a series of quotes and images of the new timepiece designs.





Uncover a piece of the Patek Philippe legacy with the two historical aviator hour-angle wristwatches references P1655 and P0844 manufactured in 1936. Also called siderometer wristwatches, both are displayed at Patek Philippe Museum in Geneva. #PatekTime

A post shared by Patek Philippe (@patekphilippe) on Mar 18, 2018 at 10:30am PDT

Luxury in the future

Luxury brands have been extremely slow to jump into the digital world, as they felt their exclusivity would be damaged and their heritage would carry them.

However, time is showing that social media and ecommerce are only growing and these brands are being forced to comply.

Even the affluent spend most of their days interacting with the small screen of a mobile device, making it imperative to embrace social to attract them.

Joining Patek Philippe's delayed jump into digital is Celine, which recently launched ecommerce, marking a further shift in strategy for the digital laggard.

The LVMH-owned brand opened online selling to customers in France on Dec. 5. Until recently, Celine's online presence was limited, with no social media and a minimalist Web site, but lately the house has been embracing digital ([see more](#)).

The fashion world today is caught between two extremes. On the one hand, luxury is about exclusivity and the more accessible a product is, the less luxurious it seems. It is diluted by being spread too thinly.

At the same time, consumers today are accustomed to having access to content at all times. As the deluge of images and social media posts has trained consumers to expect a constant relationship with a brand, the exclusive nature of luxury can be somewhat of a setback.

Therefore, luxury brands are tasked with making exclusive products accessible, without negating either aspect ([see story](#)).

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