

JEWELRY

Piaget presents physical embodiment to its sunny campaign

May 10, 2018



Piaget's pop-up shop in Neiman Marcus; Image credit: Piaget.

By STAFF REPORTS

Swiss jeweler Piaget is embodying a life well lived in the sunshine through a new pop-up in a sunny location.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Taking to Beverly Hills, CA, Piaget hopes to shine in the sun with a pop-up in Neiman Marcus. The jeweler is taking this time to showcase unique items, which have not been displayed before in the U.S.

Sunny side

The limited edition pop-up features Piaget's installation that celebrates its Sunlight Journey campaign.

Boasting stylized lounging and a dedicated presentation counter. Even with the temporary nature of the pop-up, Piaget hopes to create an immersive environment.

There will be a total of 22 items displayed, including 13 pieces of jewelry and nine watches. Pricing of products start at \$11,800 to more than \$800,000.

Take a moment for yourself.

On the sunny side of life. [#PiagetPossession](https://twitter.com/PiagetPossession) pic.twitter.com/IMGdXkxPko

Piaget (@Piaget) [April 26, 2018](#)

Piaget's collection and pop-up are available starting this week through the end of summer.

Bracelets, cuffs, statement necklaces, watches, earrings and rings are among the products available from Piaget's collection.

The pop-up shop is an extension of an ongoing Piaget campaign.



Piaget's jewelry available at its pop-up; Image credit: Piaget.

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

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 ([see more](#)).

Beverly Hills is known as a bright and sunny area, which Piaget feels embodies a physical attribute of its campaign.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.