

JEWELRY

Audemars Piguet emboldens women to bend the rules

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Image credit: Audemars Piguet

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Swiss watchmaker Audemars Piguet is encouraging women to forge their own paths in a futuristic film campaign.

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A short video for the brand's Millenary collection follows a woman as she goes against the grain. Instead of showcasing its watches' features, Audemars Piguet uses the film to explain the character of its watches and their wearers.

Path less traveled

The film opens as the woman opens a door, revealing a path with lit-up gates. An Audemars Piguet timepiece is briefly shown on the woman's wrist and she wears an elegant black dress.

As the woman walks between two lines of women wearing hats and simple outfits, her voiceover begins narrating. She begins by explaining who Audemars Piguet is not for.

Watchmaker Audemars Piguet's new campaign celebrates individuality

"If you want a watch that looks like everyone else's, buy theirs," she says. "If you want all eyes on you, just get a diamond."

She tosses a diamond towards the camera, which transitions the scene to a hall of mirrors. The voiceover announces that those who want to satisfy their own egos should kiss their own reflections as the mirrors shatter.

In the next scene, the women from the beginning are silently standing on a staircase. Instead of walking alongside them, the woman descends down a different, darker set of stairs, dismissing those who "play by the rules."

She then enters a hall and walks across a long dining table. Viewers get another glance at her wristwatch as she is helped off the table.

With her left hand, she then pushes off against a wall and opens another door. It opens to the same illuminated arches from the beginning of the film, but this time the other women toss their hats and independently walk away.

"Life is not a straight line," she says, as she exits the darkness and steps outside to a mountain scene. "Just follow your own path and become who you are."



This rose gold Millenary watch features an opal dial. Image credit: Audemars Piguet

The independent spirit of the vignette is also reflected in the new Millenary collection.

Each timepiece has a large oval case and off-centred dial. Instead of traditional straps, each model features a hand-made, hand-finished Polish mesh bracelet made of gold coils.

Rulebreakers

Audemars Piguet often emphasizes its rule-breaking designs, as summed up in the brand's tagline, "To Break the Rules, You Must First Master Them."

For previous promotions of its Millenary timepieces, Audemars Piguet has appealed to "bold and sophisticated" women.

Presenting a timepiece as a fashion accessory may help women arrive at the conclusion that they need to update their jewelry collection. Previous designs by Audemars Piguet have featured tiger's eye, diamond settings, mother-of-pearl dials and pink sapphire crowns ([see story](#)).

The watchmaker also bends the rules when it comes to marketing strategies and chooses to experiment with new platforms.

Earlier this spring, the brand tapped into Facebook's recently launched Live Photos capability to reveal its new releases in an innovative way.

Audemars Piguet shared Live Photos, similar to GIFs, on its Facebook page, encouraging consumers to press and hold their screens to see a new timepiece come into view. The evolving images required consumers to keep physical contact with their phones for the duration of the reveal, creating an engaging, active viewing experience among the watchmakers' audience ([see story](#)).