

JEWELRY

Piaget creates short videos to show differing personalities of its pieces

September 12, 2018



Piaget shows off its pieces for a summer escape.

By BRIELLE JAEKEL

Swiss jeweler Piaget is releasing a variety of short vignettes that capture styles of its pieces and how they can embrace different personalities depending on the situation.

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

Within a series of episodes, Piaget is showing off its jewelry in a range of video clips. Different themes such as Summer Escape, Day to Night and Make a Statement exhibit the pieces in different scenarios.

Episodic campaign

Piaget's campaign is short clips that act almost as moving still print advertisements, putting the emphasis on the pieces with little narrative.

Episode one, named "Summer Escape," shows how Piaget's pieces can go well with a summer look for vacation. The video shows off a number of rings, bracelets and necklaces on a woman holding a plane ticket and passport, checking a Piaget watch, sipping a cocktail, lounging and embracing a man.

Piaget's Summer Escape

At the end of the short film, Piaget shows off the pieces featured, sharing their labels as White Gold and Rose Gold.

Episode two, called "Day to Night," has a caption reading, "So much to do today at work. In the morning, thinking of all the challenges of the day. People to see, places to go, decisions to make. But, when work ends, the evening begins."

The film features similar pieces as a woman stirs her coffee, talks on the phone and types on a laptop before transitioning into the night.

In the third installment, the film focuses on statement pieces, and is fittingly titled "Make a Statement."

"Total Color" features a variety of the pieces shown before, but this time in bold colors, noted as "full red, blue, green possession."

"Make it Sparkle," episode five, is featured in a similar manner as four, but with a range of glimmering pieces.

Piaget sparkles in a recent film

The sixth and most recent film as of press time, "Dare to Create," features the pieces on women with pieces of art shown on display nearby.

Each film never shows any of the women's faces, just their arms and upper half ending at their neck, allowing consumers to picture themselves in the vignettes.

Campaigns from Piaget

Back in May, the jeweler embodied a life well lived in the sunshine through a pop-up in a sunny location.

Taking to Beverly Hills, CA, Piaget shined in the sun with a pop-up in Neiman Marcus. The jeweler took this time to showcase unique items, which have not been displayed before in the U.S ([see story](#)).

Piaget also 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 story](#)).

© 2020 Napean LLC. All rights reserved.

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