

JEWELRY

Piaget partners with charismatic Chinese ambassador in new film

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Image credit: Piaget

By SARAH RAMIREZ

Swiss jeweler Piaget is appealing to luxury consumers from China with an elegant, action-packed film starring one of the country's most famous actors.

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In a bid for broader appeal, the new campaign for Piaget's Altiplano timepiece collection is a dialogue-free narrative starring actor Hu Ge. The Chinese market is becoming of increasing importance to luxury brands, particularly to Swiss jewelers and watchmakers.

"The spot certainly does the job of checking all the needed boxes for communicating a heritage luxury brand refined taste and intelligence, a global lifestyle setting and sophisticated sensuality but goes a bit further with the casting of Chinese actor Hu Ge as the central figure," said Daymon Bruck, CCO and partner at **The O Group**, Seattle. "It's a bit of a risk if this campaign was not intended for the Asian market exclusively, but it pays off in helping to shift Piaget's appeal towards a younger international audience everywhere."

Mr. Bruck is not affiliated with Piaget, but agreed to comment as an industry expert. **Piaget** was reached for comment.

Action adventure

With an engaging storyline, upbeat soundtrack and waterfront setting, the new Piaget film is already appealing to wide audiences, even without considering Mr. Ge's starring role.

Mr. Ge is one of China's most popular actors and has also appeared in campaigns for Emporio Armani and Chanel.

Chinese actor Hu Ge stars in the new campaign film from Piaget

The campaign film begins with two different threads. In the first, Mr. Ge is walking down a dock while wearing a tailored beige suit, and in the second, he is practicing chess while wearing a relaxed blue button-down shirt.

Mr. Ge drives a small speedboat out to a yacht, where he meets another man. As his rival sets up some drinks and a chessboard, Mr. Ge flashes back to his earlier preparation.

Back aboard the yacht, Mr. Ge wins the chess game and the men celebrate with a toast. He departs back home on his speedboat, and later greets guests at the dock during dusk.



The Altiplano Ultimate is one of the thinnest automatic watches available. Image credit: Piaget

That night, he brings a gift-wrapped Piaget box to a birthday celebration. He presents his gift, a women's Piaget Limelight Gala watch, and everyone admires it.

"Including a celebration as part of this campaign helps to show Piaget's range of brand adoption, widening the circle from self-purchase to include awareness as a brand to consider for luxury gift giving," Mr. Bruck said.

Mr. Ge wears the Altiplano Ultimate Automatic 910P in rose gold, which is one of the thinnest automatic watches on the market with a thickness of 4.3 mm. He also appears to wear a more minimalist Piaget Polo watch in navy blue.

Pushing Piaget

As Chinese consumers become more interested in luxury goods, the watch industry is benefitting.

Deliveries to China rose 13 percent in the first half of 2018 and 30 percent in Hong Kong. This is the strongest first half the Swiss watch industry has seen in the last six years ([see story](#)).

In addition to the new campaign with China's Mr. Ge, Piaget is releasing a variety of short vignettes that capture styles of its women's pieces and how they can embrace different personalities depending on the situation.

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.

Piaget's campaign is short clips that act almost as moving still print advertisements, putting the emphasis on the pieces with little narrative ([see story](#)).

"The new Piaget campaign does a great job of transforming the brand's legacy perception and bringing it up to date with some fresh energy and vitality," The O Group's Mr. Bruck said.