

JEWELRY AND WATCHES

Parmigiani finds a new flow with musical project

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Parmigiani has released a new musical and visual project. Image credit: Parmigiani Fleurier

By SARAH RAMIREZ

Swiss watchmaker Parmigiani Fleurier is putting a new twist on influencer marketing with a musical collaboration inspired by its timepieces.

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Parmigiani is embracing hip-hop culture by enlisting Grammy-nominated musician Ryan Leslie to create an EP using its manufacture as a starting point. In addition to the four tracks, a music video subtly showing Parmigiani timepieces was also released.

"The way the project is presented from both Parmigiani Fleurier and for Ryan Leslie is purely creative," said Donnie Pacheco, founder of [Donnie P. Consulting](#), Seattle. "They want this to come across as organic creativity instead of simply presenting Ryan Leslie as a brand ambassador or as a marketing campaign."

Mr. Pacheco is not affiliated with Parmigiani Fleurier, but agreed to comment as an industry expert. [Parmigiani Fleurier](#) was reached for comment.

Forever Fleurier

The "Fleurier Flows EP" is available on all streaming platforms, as well as on Mr. Leslie's own site.

Aside from the extended play's title, the track list makes no references to the watchmaker. The songs include "First Place," "Thankful" and "Grateful," with "Forever My Love" as the lead single.

Music video for "Forever My Love" by Ryan Leslie

Mr. Leslie and model Jenaye Noah star in the music video for "Forever My Love," which was filmed in Miami for an added touch of opulence.

Aside from Mr. Leslie's opening line, "Parmigiani Fleurier that's the wrist piece," the watchmaker is not explicitly named in the rap. This creative choice by the musician adds a sense of authenticity to the song.

The rest of the lyrics focus on Mr. Leslie's relationship with his wife, his "forever love," and the lavish lifestyle they share. There are references to their bank account, jewelry and even another luxury label, Hermès.

In a manner more reminiscent of product placement than a full-blown campaign, Mr. Leslie and Ms. Noah both wear Parmigiani pieces in the music video. With the exception of a few frames, however, the watches are not prominently featured.

The video's storyline captures the familial spirit of the song's lyrics. Mr. Leslie is seen enjoying time with his family and his wife, portrayed by Ms. Noah, alongside lush Miami streets, high-end cars and other trappings of a wealthy lifestyle.



Still from the "Forever My Love" music video. Image credit: Parmigiani Fleurier

Parmigiani premiered the project at this month's Salon International de la Haute Horlogerie (SIHH), standing out from other watchmakers that used the trade show as an opportunity to highlight their brand heritage ([see story](#)).

"This goes beyond a simple marketing campaign in an effort to connect a brand to an artist and their creative process and in turn connect with the potential customer," Mr. Pacheco said.

Parmigiani pushes

The watchmaker continues to try new strategies to grow its consumer base as the industry rebounds.

Last year, Parmigiani Fleurier used mobile to give consumers a behind-the-scenes look at the creation of its new collection, in a departure from traditional luxury timepiece strategies.

The watchmaker's first foray into augmented reality was the "Kalpa" application, which features watches from the eponymous collection. The luxury watch market has been slower to embrace AR technology than other industries, but with its growing use of digital, augmented reality is also seeing more adoption ([see story](#)).

Previously, Parmigiani created an interactive platform that focuses on the varied influences that shaped the design of its Toric Chronometre.

The watch is a modernized recreation of Michel Parmigiani's debut timepiece crafted about two decades ago.

Included in the microsite are references to Fibonacci's golden angle, which makes an appearance in nature, such as the spiral nautilus shell, plants and architecture. Consumers can explore a film that demonstrates the way in which the Parthenon's statue of Athena is translated into the timepiece ([see story](#)).

Fleurier Flows goes in a more subtle and artistic direction entirely.

"It is important for luxury watchmakers to embrace pop culture in order to stay relevant and connect their brand, heritage and craftsmanship to new audiences and generations," Mr. Pacheco said. "While embracing pop culture is a way to expose the brand to potentially new audiences, it is important that it does not come across as forced and makes sense for the brand."