

WATCHES AND JEWELRY

Audemars Piguet fuses artistry and machinery in new addition to collection

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The Audemars Piguet Grande Sonnerie Carillon Supersonnerie

By NORA HOWE

Swiss watch manufacturer Audemars Piguet has introduced their newest line of timepieces in collaboration with artisan Anita Porchet.

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The watchmaker celebrates the complexity and craftsmanship of the newest addition to its Grande Sonnerie collection with renowned Swiss enamel artisan Anita Porchet in a breathtaking video campaign. The handcrafted enamel dials pay homage to the 18th and 19th century masterpieces from the Valle de Joux.

"Anita Porchet is recognized in Switzerland as one of the top enameleurs, so it seems a natural fit for one of the top watchmakers to team with the top enameler," said Donnie Pacheco, Founder and CEO of Donnie P. Consulting LLC, Seattle. "Collaborating with her increases the specialness of the collection.

"There are only five being made three dials having already been made and two that can be customized," he said.

Dials of art and precision

The 70-second video vividly examines the complicated and meticulous nature of the Grand Sonnerie timepiece. The visual and audible cinematic experience includes extremely detailed shots of the materials required for the piece.

Throughout the video, a multitude of industrial materials form together in perfect harmony, seamlessly clicking into place with powerful music driving their every movement. The hand-crafted blue dial with minuscule gold embellishments becomes the focal point as the formation of parts is complete.

"By focusing on the construction of the watch, Audemars Piguet is focusing on the person who might be wearing it," said Mr. Pacheco. "The person that chooses to purchase this watch is likely purchasing it for the craftsmanship and the complications."

CODE 11.59 by Audemars Piguet Grande Sonnerie Carillon Supersonnier

Audemars Piguet also released a companion interview with enameler Anita Porchet, who describes enameling as a

profession that takes a lot of time. Ms. Porchet has been collaborating with the luxury Swiss watchmaker for only the last year, so their relationship is relatively new.

For this project specifically, Ms. Porchet was drawn toward the Paillone technique, which involves cutting and shaping gold leaf to gradually create a simplistic yet abstract piece of art. While executing her projects completely by hand, Ms. Porchet uses the same tools used a century ago.

The dark blue enamel was created from five different colors allowing for the gold pieces to stand out.

Dials between Artisanry and Art with Anita Porchet

"They fully understood my craft. They gave me complete freedom," Ms. Porchet says in the interview. "Perfection does not make beauty. This non-perfection, not-perfect symmetry is synonymous with life."

Tradition meets innovation

As a family-owned brand, Audemars Piguet has an extensive history and tradition of watchmaking. The brand has continuously incorporated technological innovations while maintaining the heritage of the unique design and craftsmanship that defines it.

This year, the watchmaker opened its Muse Atelier Audemars Piguet in Le Brassus, showcasing watches and the craftsmanship that goes into making them, allowing visitors to delve into the history of watchmaking in the Valle de Joux and explore the creation of the brand's most cherished timepieces. The museum unifies the original workshop created by Audemars Piguet's founders in 1875 with a new glass structure that is made up of two spirals that integrate into the landscape ([see story](#)).

The family-owned watch brand sells online and offline through other watch dealers, however, the alliance with Net-A-Porter increases its universe of younger prospects used to buying fashion, leather goods, footwear, timepieces and jewelry through the pure-play digital retailer's site and app ([see story](#)).

"Audemars Piguet is unlike other luxury watch brands through its quality, craftsmanship and unique designs," said Mr. Pacheco. "Throughout its history, the brand has proven to be an exceptional watch manufacturer, but it always creates through a unique vision that sets it apart from other brands."