

WATCHES AND JEWELRY

Audemars Piguet enlists creatives for authentic look at craftsmanship

December 18, 2020



Audemars Piguet shares contemporary perspectives on craftsmanship. Image credit: Audemars Piguet

By SARAH RAMIREZ

Swiss watchmaker [Audemars Piguet](#) is sharing a contemporary look at craftsmanship with a video series featuring up-and-coming creatives.

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For the campaign "Born in Le Brassus, raised around the world," Audemars Piguet tapped leaders from the fashion and design industries to share their views on creativity and craftsmanship. The featured brand ambassadors narrate their own spots, adding to the campaign's intimacy.

"Reinforcing your brand's authenticity is essential," said Chris Ramey, founder of [Affluent Insights](#), Palm Beach. "These are successful individuals whom Audemars Piguet's best prospects can relate to."

Modern craftsmanship

The campaign's title refers to Audemars Piguet's home in Le Brassus, Switzerland. The participants add a younger, more global perspective to the watchmaker's codes.

Each brand ambassador appears in a minute-long vignette for Audemars Piguet. The focus on each spot is on their processes and attitudes, rather than the luxury timepieces they wear.

Fashion influencer Jen Azoulay is seen embellishing and embroidering vintage clothing for her own label, Jen Wonders Studio. She discusses following her instincts and what constitutes a timeless piece.

"When you start something, you will need to follow the voice inside of you," Ms. Azoulay says of her starting her own brand. "This is who you are, and this is your vision."

Tenzin Wild for Audemars Piguet

Publisher of *The Last Magazine*, Tenzin Wild also touches on themes of sustainability and craftsmanship in his spot. Along with his wife Tao Okamoto, Mr. Wild is also the cofounder of outwear brand Adobe of Snow, which was partially inspired by their Tibetan and Japanese heritages.

"Craftsmanship to me means attention to detail and the love that you put into it," Mr. Wild says. "Sustainability and

craftsmanship well done is passed through generations."

Model Charlotte Carey takes to the skies

The final chapter stars model Charlotte Carey, who shares her passion for aviation and piloting. After learning about planes as a child in Burbank, Ms. Carey found herself drawn to flying because of the sense of empowerment and freedom.

"Why wait to do something you love?" Ms. Carey asks. "Because at the end of the day, it's going to be worth it."

Each spot has an airy, "home movie" visual aesthetic to complement the personal storytelling.

"The campaign is produced beautifully, but with an unusual and attractive rawness," Mr. Ramey said. "It's authentic luxury."

Spotlight on artisanship

Audemars Piguet usually places artisanship front and center in its campaigns.

The watchmaker recently introduced a line of timepieces in collaboration with artisan Anita Porchet.

Audemars Piguet 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 ([see story](#)).

This summer, Audemars Piguet opened its new museum to public, showcasing watches and the craftsmanship that goes into making them.

The Muse Atelier Audemars Piguet in Le Brassus 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. Nearly 300 watches will be co-located with two production workshops, creating a living museum ([see story](#)).

"The preservation of artisanship and craftsmanship are pillars of luxury that increase in importance as technology increasingly rules our lives," Affluent Insights' Mr. Ramey said.

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