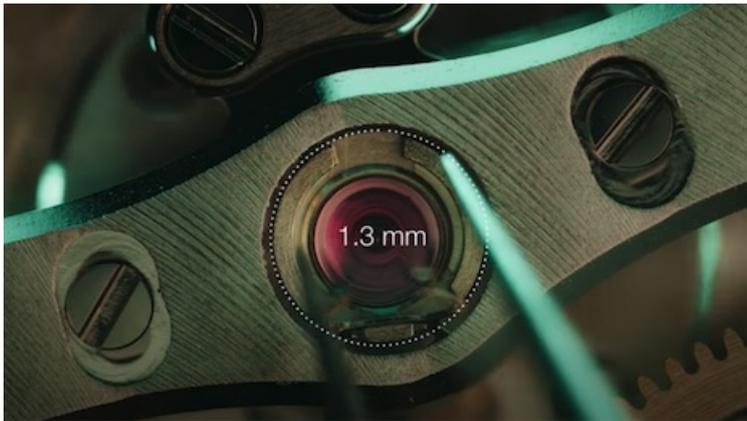


WATCHES AND JEWELRY

## Audemars Piguet zooms in on the precision of watchmaking

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*Watchmaking involves careful handling of tiny mechanical components. Image credit: Audemars Piguet*

By SARAH RAMIREZ

Swiss watchmaker Audemars Piguet is sharing an in-depth look at the mechanics of its timepieces in a new engaging and educational video series.

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"Watchmaking Down to the Smallest Details" shows how horologists make some of the most microscopic, yet crucial, components of Audemars Piguet timepieces. The series emphasizes the skilled craft that makes luxury watches collectors' pieces, introducing the mastery to a new breed of consumers.

"This campaign is a great idea for a strong watch brand," said Marty Hurwitz, CEO of [MVI Marketing](#), Austin, TX. "Most next-generation consumers have no idea how complicated watchmaking is, particularly at the level of Audemars Piguet."

Mr. Hurwitz is not affiliated with Audemars Piguet, but agreed to comment as an industry expert.

All in the details

The campaign makes use of extreme close-up shots, dramatic music and explanatory graphics to show parts of the watchmaking process.

In the first vignette, "Vis de Cache Piton," a man uses a lathe to cut a screw. The completed piece, which is light enough to float on water, measures 0.5 millimeters high and 0.3 millimeters wide.

*Even watch screws are handcrafted*

The next installment features the "antichoc," or the shock absorber, which protects delicate watch wheels from damage from a drop or other instances of physical shock.

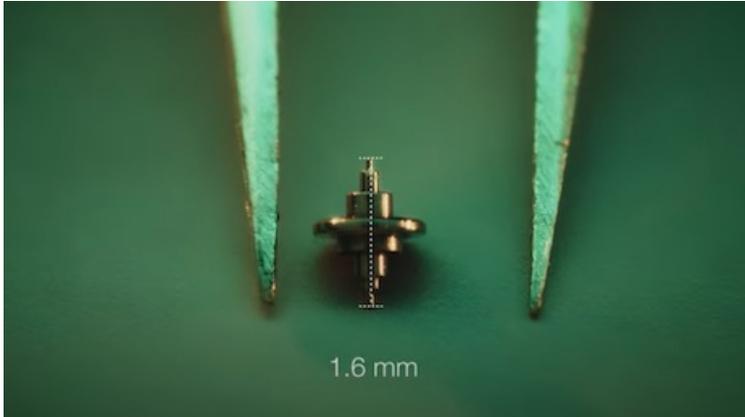
The watchmaker needs to use a loupe to see the part, which is made of synthetic ruby and measures 1 millimeter in diameter. Using a pair of watchmaker tweezers, the shock absorber is placed underneath a set of springs in a wheel pivot only 1.3 millimeters wide.

In the most recent short, "Axe de Balancier," a watchmaker sketches the components of a watch to determine the

correct size and dimensions to restore a balance staff.

A balance staff is the shaft where a balance wheel is mounted, and often needs to be replaced in vintage watches that did not have shock absorbers. This involves hand filing the balance staff, which measures 1.6 millimeters, to size.

The skill and precision necessary to be a horologist and produce Audemars Piguet timepieces is far removed from the mass production of goods many consumers find more familiar. By sharing more about the craftsmanship involved, the watchmaker may inspire new buyers to invest in the mechanical marvels.



*The balance wheel must be hand filed. Image credit: Audemars Piguet*

"It's really a great tech story to tell and next-gen consumers love a tech story even if it's in a non-tech space like luxury goods," Mr. Hurwitz said. "Some of the biggest markets for high-end watches are in the tech cities of the United States: San Francisco, Boston, Austin, etc.

"Most young consumers have no idea what goes into making a watch instrument as calibrated and complex as an Audemar Piguet watch and I believe the imagery and specs detailed in this video do a great job of this," he said. "Even the music compliments how much one must focus to work on this product."

#### Gearing up

The watchmaker often places artisanship front and center in its campaigns.

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 ([see story](#)).

Last fall, the watchmaker also 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](#)).

With this latest series, however, Audemars Piguet put more of an emphasis on precision and skill than creativity compared to other recent efforts.

"I think it reflects the Audemars Piguet brand very well and presents the detail and craftsmanship of the brand and product in a way that hasn't really been presented to younger consumers in the past," Mr. Hurwitz said.