

WATCHES AND JEWELRY

Audemars Piguet announces partnership with Marvel

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Franois-Henry Bennahmias, CEO of Audemars Piguet, and Don Cheadle, who plays a superhero in the Marvel universe, have been friends for years. Image courtesy of Audemars Piguet

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Audemars Piguet is getting heroic in its new collaboration with Marvel, a media franchise built on a series of superheroes.

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With the partnership many years in the making, the Swiss watchmaker is looking to pay tribute to the next generation of superheroes. The partnership reflects the watchmaker's continued interest in being a feature of the larger cultural world.

"I first imagined working with Marvel 15 years ago, but we owe the current collaboration to an unexpected conversation with Don Cheadle, a long-time friend who in 2017 called Marvel on the spot to arrange a meeting," said Franois-Henry Bennahmias, CEO of Audemars Piguet, in a statement. "It just goes to show that the most inspiring collaborative adventures result from meaningful human interactions and a strong will to never give up."

Time to marvel

Mr. Bennahmias and Don Cheadle, an actor who portrays Marvel's War Machine, have had a long-standing friendship. Mr. Bennahmias views the partnership as a dream come true.

Audemars Piguet is often striving to play a role in the larger cultural, public spheres. This is reflected in partnerships with entertainers and public figures including Jay-Z, Michael Schmuacher, Serena Williams, Lebron James and more.

Avenger Don Cheadle and Audemars Piguet CEO Franois-Henry Bennahmias discuss their friendship

The new Marvel partnership is promising new and exciting surprises, reflecting the excitement of the superhero universe as well as the emotion and core values of the watch brand.

Audemars Piguet will be continuing its joint collaboration with First Book and Ashoka, two nonprofit organizations, in time for the Marvel collaboration. Together, the watchmaker, First Book and Ashoka will establish a program offering students resources to drive change in their communities.

First Book's mission is to remove barriers to education for children in need, so every child has the chance to learn. Ashoka identifies and supports the world's leading social entrepreneurs, learns from the patterns in their innovations and mobilizes a global community of changemakers.

Alongside Audemars Piguet, Ashoka's team will collaborate with 17,000 First Book educators working with children, ages 10-18, in low-income communities. The resulting program is expected to reach 500,000 students in the United States at the outset with the aim of extending internationally in the near future.

The watchmaker has collaborated with various nonprofits over the years, reflecting the company's commitment to social responsibility.

In 2019, Audemars Piguet joined other brands in working with philanthropic event One Drop to help stop the world's water crisis. Audemars Piguet shared a limited-edition Royal Oak self-winding chronograph, featuring a deep purple Grande Tapisserie dial ([see story](#)).

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