

WATCHES AND JEWELRY

## Audemars Piguet channels Black Panther for first Marvel watch

April 13, 2021



*The Black Panther Flying Tourbillon is the first watch from Audemars Piguet's new partnership with Marvel. Image credit: Audemars Piguet*

By KATIE TAMOLA

Swiss watchmaker Audemars Piguet is capturing the heroic spirit of the Black Panther in a campaign launching its Marvel timepiece collaboration.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Audemars Piguet has released a short film introducing the timepiece, giving consumers a glimpse of what the superhero staple looks like and its reflection of the Black Panther legacy. The vignette, illustrating a mystical world where a meteor gifts residents of a planet superpowers, inspires consumers to utilize the Black Panther flying tourbillon to find the heroes within themselves.

"This campaign is effective in the sense it directly plays into and links the story to the product and even incorporates the Marvel universe terminology," said Donnie Pacheco, founder of [Donnie P. Consulting](#), Seattle. "The video even has the look of a comic universe.

"This is a great overlap of entertainment and luxury because it directly links the story to the watch," he said. "Instead of presenting it as a partnership or collaboration, it directly takes the Marvel story and uses it as the origin story of the watch, which is highly effective compared to other partnerships where it is just two brands working together or putting a character image on a watch."

Wakanda forever

This is the first timepiece released from the Audemars Piguet x Marvel partnership. It is inspired by the Black Panther universe which houses Wakanda, a fictional African country that is featured in the comic book franchise and films.

The short film opened as many superhero films do, with a suspenseful and uplifting soundtrack as a narrator looks back at an entity's history, while simultaneously looking forward, pondering the possibilities of the future.

*Royal Oak Concept "Black Panther" Flying Tourbillon*

Opening with a meteor hitting a planet, the video casts an incandescent purple light, immediately seizing the viewer's attention.

"A million years ago, a meteor struck the nation of Wakanda," the narrator says. "Carrying a source of power that spread its way across the planet."

The video then cuts to power and light spreading across the planet, illuminating trees, mountains and water. A figure, formed from the boulders of the electrified mountains, opens and flexes the palm of his hand as the purple electricity flows through him.



*The short film promoting the new timepiece is rich with the color purple, one of the Black Panther's signature colors. Image credit: Audemars Piguet*

"A place where legends are born," he says. "One legend says, this power can only be tamed by superheroes raised to lead the way."

The figure looks down at his hand, as power and light continue to emanate from it. The electric currents from his hand then illuminate the ground, where several planet inhabitants are standing, watching the light all around them.

"Knowing a superhero's greatest power comes from within," the narrator notes. "That is the rarest power of all.

"What you do with it, is up to you," he says, as the shot then cuts to a closeup of the new Black Panther Flying Tourbillon. Like Marvel movies often do, the end of the film offers an uplifting call for inspiration, illustrating the timepiece as a catalyst for greatness.

The watch, with an 18-carat white gold case, features a purple strap and black center, highlighting the superhero's renowned colors. The dial spotlights the center of the watch, a carved and hand-painted image of the Black Panther himself.

The timepiece's design is sleek and futuristic, aiming to mirror the cutting-edge suit of the Marvel hero. The limited-edition watch was revealed on April 10 during the brand's virtual event "Audemars Piguet & Friends" which celebrated the new long-term collaboration.

Heroes in Wakanda, on earth and beyond

While many brands yearn for continued cultural relevance, they also continue to recognize and support societal causes that are bigger than themselves.

The Audemars Piguet live show also featured a dedicated auction to support the long-term educational program Audemars Piguet has established with nonprofits First Book and Ashoka, which help foster change in low-income and excluded communities.

A unique version of the new timepiece was auctioned off during the event to support the watchmaker's partnerships with the nonprofits.

Alongside Audemars Piguet, Ashoka's team will collaborate with 17,000 First Book educators working with children, ages 10 to 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 ([see story](#)).

This is not the luxury world's first appearance within Wakanda.

In 2017, Toyota Corp.'s Lexus teamed up with Marvel and made an appearance in the superhero film *Black Panther*. Coupled with special events and a special graphic novel, the campaign appealed to a wide range of superhero fans ([see story](#)).

"While there may not be a huge market for Marvel fans who are luxury watch enthusiasts, they definitely exist and the

broader hunger for themed merchandise is huge, which could allow Audemars Piguet to get their brand in front of a much broader audience," Mr. Pacheco said. "While that may not necessarily convert into sales on this watch the price point is likely too high for many it will help get the brand name in front of a much broader audience who will remember this collaboration, and also creates excitement with such a direct link to the story and the product."

---

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.