

WATCHES AND JEWELRY

## Piaget reunites with publishing partners to honor leading women

July 9, 2021



*Piaget is featuring inspiring women in its latest campaign. Image credit: Piaget*

By LUXURY DAILY NEWS SERVICE

Swiss jeweler Piaget is celebrating strong women in the second iteration of its "Extraordinary Women" campaign.

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In summer 2020, **Piaget** launched the global campaign in partnership with *Vogue*, *Harper's Bazaar* and *Financial Times*. The brand has reunited with its publishing partners for new campaign films focusing on mentoring relationships between women.

### Extraordinary encounters

The original "Extraordinary Women" lineup, selected by Piaget CEO Chabi Nouri, included actors Jessica Chastain, Constance Wu and Cynthia Erivo as well as entrepreneur Olivia Palermo, singer Balqees Fathi and more.

In video interviews, the women discuss their ambitions, definitions of success, style philosophies and more. The partner titles also published **supplemental sponsored content**, with the articles reflecting each outlet's unique voice.

*The artists were inspired by Piaget pieces*

Piaget has begun rolling out its second "Extraordinary Women" campaign, in collaboration with the *Financial Times'* *How To Spend It* and *Vogue*.

"Extraordinary Encounters" spotlights a new cast of creatives and leaders, starting with artists Nassia Inglessis and Grace Papas. The new vignettes explore the relationship between mentors and mentees, as the women encourage and support one another.

According to Piaget, the campaign will feature 11 women in total, including model and human rights activist Noella Coursaris Musunka and entrepreneur and philanthropist Wendy Yu.

In another effort centered on female empowerment, Swiss watchmaker Zenith highlighted visionary, independent women to support a special collection of timepieces.

Zenith initially introduced the "Dreamhers" concept at the beginning of 2020 when it released its first collection exclusively for women. The brand aimed to express the modern femininity of the versatile collection in a campaign

shining light on relatable, yet accomplished, women who have paved their own paths and inspire others to do the same ([see story](#)).

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