

WATCHES AND JEWELRY

## Audemars Piguet plays up its fashion sense

August 20, 2021



*The new women's watches campaign was photographed by Harley Weir. Image credit: Audemars Piguet*

By SARAH RAMIREZ

Swiss watchmaker Audemars Piguet is drawing a connection between haute couture and haute horology in a campaign for its women's timepieces.

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The summer collection includes updated Royal Oak watches in new materials and color schemes. In a behind-the-scenes featurette, photographer Harley Weir explains how the timepieces capture individuals' personality and her inspiration behind the campaign.

"Most storied watchmaking brands prefer to focus on the artistry and craftsmanship behind their timepieces, but ultimately watches also serve as a fashion accessory," said Donnie Pacheco, founder of [Donnie P. Consulting](#), Seattle.

"Drawing a connection between haute couture and watchmaking helps broaden the audience from strictly a watch customer to a fashion customer," he said. "This is reminding people that watches are beautiful and an excellent fashion accessory."

Mr. Pacheco is not affiliated with Audemars Piguet, but agreed to comment as an industry expert. Audemars Piguet was reached for comment.

### Multifaceted

Ms. Weir who has photographed campaigns for Balenciaga, Celine, Stella McCartney and others serves as the narrator in the behind-the-scenes video.

"Harley Weir and Audemars Piguet are a good match because it brings together a luxury watch brand with haute couture," Mr. Pacheco said. "Haute couture is the pinnacle of fashion and Audemars Piguet is a watchmaking brand with a storied history that is considered one of the top watch brands."

*Audemars Piguet shared a behind-the-scenes video from its latest photo shoot*

On set, the crew is seen moving large blocks of dry ice and amethyst crystal to be used as background scenery. The hair and makeup teams meticulously primp the models before their time in front of the camera.

"My inspiration for the shoot was to think about how the watch is made, and the different materials the watch is made [of] and to think about how the woman is made," Ms. Weir explains. "Fashion has always intrigued me in that sense; building your character."

Ms. Weir adds that each watch is unique, similarly to how each woman has a unique personality.

The campaign features a diverse cast of models, with each woman wearing a timepiece from Audemars Piguet's new Royal Oak collection.



*The Royal Oak self-winding watch in black ceramic is \$45,200. Image credit: Audemars Piguet*

The collection includes a 34 mm self-winding Royal Oak in black ceramic with pink gold accents; an 18-carat frosted white gold, 34 mm self-winding Royal Oak; a 38 mm, 18-carat pink gold self-winding chronograph with amethyst accenting the bezel and a 41 mm, 18-carat pink gold double balanced wheel openworked Royal Oak with rainbow-colored gemstones on the bezel.

Audemars advertising

Audemars Piguet often looks to the worlds of fashion and design for advertising inspiration, placing an emphasis on craftsmanship.

For the 2020 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](#)).

In 2018, the watchmaker similarly celebrated individuality in a campaign featuring its Millenary collection for women. Instead of showcasing its watches' features, Audemars Piguet used the futuristic film to explain the character of its watches and those who wear the luxury timepieces ([see story](#)).

The campaign helmed by Ms. Weir brings together both of these themes: fashion and individualism.

"This campaign reflects the Audemars Piguet brand by partnering with haute couture to convey a fashion accessory message," Pacheco said. "It's not simply throwing out that the brand is a fashion accessory.

"It is pairing it with the top of the fashion world to remind customers that they are a luxury brand and they are pairing it with luxury fashion," he said. "The goal is to expand its audience and they are being smart and selective with how it goes about that."