

WATCHES AND JEWELRY

## Audemars Piguet taps parkour cofounder for twisty new effort

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*Sbastien Foucan, one of the founders of freerunning, stars in the new campaign. Image credit: Audemars Piguet*

By KATIE TAMOLA

Swiss watchmaker Audemars Piguet is bending towards free-spiritedness with its newest ambassador.

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The new campaign stars Sbastien Foucan, one of the founders of freerunning, also called parkour. He wears the timepieces from the Royal Oak Offshore collection as he discusses how the ethos of parkour is connected to the watchmaker's brand codes of pushing boundaries and precision all while contorting his body as he performs stunts.

"When we think of athletes, innovators, and luxury brands we think of Industry masters, operating at an expert level and being the best in the world," said Casey Golden, founder and CEO of [Luxlock](#), New York.

"The Audemars Piguet campaign effectively aligns with Sbastien Foucan," she said. "The campaign is a compelling tribute to excellence, discipline and their ability to innovate in their space because they are masters of their domain."

### Pushing limits

To open the short film, Mr. Foucan stands defiantly with his arms crossed, spotlighting an Audemars Piguet timepiece on his wrist. A montage follows, with shots of the athlete working out, conversing with producers and talking about parkour.

As Mr. Foucan flips and projects his body off of walls and other surfaces, he explains the mental and physical processes of the activity he has created.

*Mr. Foucan discusses the physical and mental processes behind parkour*

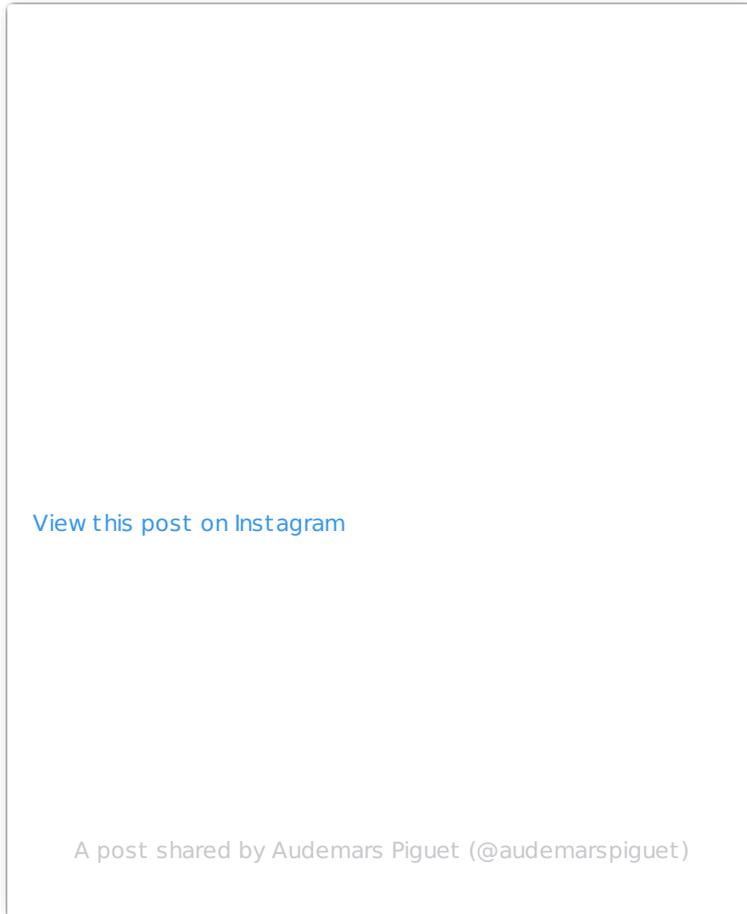
"What we do is a lot about discipline, repetition," he says. "Also having a sense of doing things well."

As a suspenseful soundtrack plays, Mr. Foucan is seen running, flipping and jumping over disparate surfaces in different settings and different outfits. He is also wearing and simultaneously showcasing different Audemars Piguet watches.

The spot also includes closeups of the timepieces and shots of Mr. Foucan watching the earlier footage. His voiceover further elaborates on the importance of overcoming challenges and how they propel people, and brands,

to the next level.

The athlete then discusses how, similar to parkour, Audemars Piguet is in a constant state of pushing itself as an entity, challenging boundaries and innovating towards the future.



*Mr. Foucan wears different timepieces from the Royal Oak Offshore collection*

"It's not just like, we go for the next," he says. "It's almost unknown, you go to the unknown."

The entire vignette is a symbol of the athlete and watchmaker's shared ethos of true commitment and the strive for more.

"It's very important to keep pushing the boundaries," Mr. Foucan says at the end of the film, just before he descends from a tall roof-like structure.

Art of ambassadorship with Audemars Piguet

Audemars Piguet is consistently expanding its ambassadorships, having enlisted several athletes and other talents for campaigns in the past few years.

In 2018, Audemars Piguet shared a sporting adventure with golf fans in a short film.

Golf enthusiasts are an important segment for Audemars Piguet, as the watchmaker believes the high-end sport is worth investing in through event sponsorships and brand ambassadors. The film starring the Audemars Piguet "Dream Team" focuses on the athletes' skills and precisions without drawing overt attention to the brand's timepieces ([see story](#)).

Last year, the watchmaker also worked on connecting its timepieces with the art of fashion and craftsmanship.

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](#)).

Whether the approach is athletic or creative, Audemars Piguet and other brands are continuing to set their sights on meaningful partnerships where values palpably overlap.

"The journey to the top shares many characteristics and sharing the spotlight becomes a tribute to the ethos of the human experience beyond a price tag," Ms. Golden said. "I believe more brands should continue redefining the role

of a model' and brand ambassador' to focus on shared DNA versus esthetics and follower counts."

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