

WATCHES AND JEWELRY

## Piaget's Yvonne Lynam: Luxury Woman to Watch 2022

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Yvonne Lynam

By LUXURY DAILY NEWS SERVICE

*Luxury Daily* annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 26 honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Yvonne Lynam

Brand president for Americas

**Piaget**

New York

*"Although relationships have always been important, these times require deeper connection with clients to bring them back. The ability to connect to clients has evolved"*

What do you most like about your job?

Although I like all aspects of heading up Piaget in the Americas, two things stand out.

I find meaning unlocking the potential in people, working with the teams across the Americas, and seeing their personal professional growth is inspiring.

Personally, seeing the teams' collective and individual successes is most motivating.

Secondly, being associated with a company that dares to dream big and continually pushes the boundaries of watchmaking and high jewelry, as exemplified in our Piaget Altiplano Ultimate Concept watch. It received one of the highest recognitions in the watch industry: the prestigious "Aiguille d'Or" at the 20th Grand Prix d'Horlogerie de Genve (GPHG).

This prize rewards the best overall watch among all categories (Best in Show). Receiving this watch prize is such an honor for Piaget. It is a celebration of the maison's savoir-faire and expertise.

What is the biggest challenge in your work?

I used to think balancing priorities was just a way of life as president of a luxury global brand. The last 18 months leading a brand through a pandemic have challenged me to grow in ways I might never have seen necessary.

I am changed forever. Understanding the vulnerability of this moment, being open to changes in ways we never imagined before.

Seeing the resilience of the teams, during one of the most difficult situations, is inspiring. The challenge today is to continue to stay in the moment, flexible and focused to build on these learnings.

What is your work priority for 2022?

In 2021 we were able to successfully open new locations. Building on that, we are now adding Saks Bal Harbour and Saks Boston this fall.

Our current focus is on our newest retail project on Rodeo Drive [in Beverly Hills, CA]. This is a new concept for Piaget, one that will provide guests an opportunity to connect with us emotionally and dream.

What is your proudest achievement in luxury?

Singling out one achievement would discredit all the small achievements. Those combined are the true accomplishment. I am truly humbled by the opportunity to contribute to several of the most successful global luxury brands.

There is no small moment. I have been mentored, and supported from some amazing individuals.

I strive to mentor others and I am most proud to see those executives thrive.

Relationships are at the heart of luxury. My motto is to build the business one customer at time and one employee at a time.

How do you see luxury evolving in 2022?

Although relationships have always been important, these times require deeper connection with clients to bring them back. The ability to connect to clients has evolved.

The key for me is to continue to push the boundaries and find new approaches, new experiences. Evolve the role of retail store, maximize client experiences, highlight the brands connections to all formats of luxury, inclusive of art, music and beyond, while also incorporating new forms of interactive/digital formats, i.e. AR [augmented reality].

The goal is to reach our clients when and how they want to be reached, blur the lines of time, accessibility and connections, whether virtual or in-store.

[Please click here to see the entire Luxury Women to Watch 2022 list](#)