

WATCHES AND JEWELRY

Audemars Piguet names Mark Ronson newest brand ambassador

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Mark Ronson has won an Oscar and seven Grammys. Image credit: Audemars Piguet

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Audemars Piguet has tapped music producer Mark Ronson as a new brand ambassador.

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Mr. Ronson's artistic flair, hardworking attitude and free-spiritedness make him a suitable fit for the brand. The partnership is also a further reflection of the watchmaker's appreciation of music.

"It is such a pleasure to work with someone like Mark who constantly pushes us to go further and seek excellence in everything we do," said Francois-Henry Bennaïm, CEO of **Audemars Piguet**, in a statement. "We have found each other."

Musical talent

Mr. Ronson is a seven-time Grammy Award winner and has collaborated with several beloved artists including Amy Winehouse, Adele, Lady Gaga and Miley Cyrus. He also won an Academy Award in 2018 for cowriting the song "Shallow" for the film *A Star is Born*.

Audemars Piguet's partnership with Mr. Ronson connects to its music program, which features leading industry figures discuss meaningful topics and affinity for the art form.

Audemars Piguet in conversation with its newest ambassador

The partners are set to release several pieces of content and surprises in the next year.

Last year, Audemars Piguet released an additional installment of its "180" series, which enlists performers to collaborate on original tracks blending together musical styles.

"Paradise" starred musical artists and dancers Jeanne Added, Tshague and Les Twins. The series, consisting of five episodes each produced by a disparate film director, features the brand presenting unique musical and collaborative challenges to rising music artists ([see story](#)).

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