

JEWELRY

Audemars Piguet honors its Royal Oak in audacious new book

September 8, 2022



An image of Audemars Piguet's newest book, in collaboration with Assouline. Image credit: Audemars Piguet

By LUXURY DAILY NEWS SERVICE

Swiss watch manufacturer **Audemars Piguet** and publishing house Assouline are celebrating the Royal Oak's 50th anniversary with a dedicated book which is available on Sept. 8.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

"Royal Oak: From Iconoclast to Icon," is authored by Bill Prince, the former deputy editor of British GQ. The book presents the Royal Oak's history, from its exciting release in 1972 to its current status as a celebrity favorite.

Trailblazing timepiece

The Royal Oak is presented as a cultural artifact that exceeds simple watchmaking in Assouline's new offering. Based on archival materials uncovered for Audemar Piguet's Heritage department, the iconic watch is demonstrated to have an impressive crossover influence in music, architecture, music and even sports.

[View this post on Instagram](#)

A post shared by Audemars Piguet (@audemarspiguet)

An image of the 292 page book "Royal Oak: From Iconoclast to Icon"

Currently available for pre-order, "Royal Oak: From Iconoclast to Icon," is a narrative text illustrated with imagery from six decades of cultural history, which document the evolution of the widely beloved timepiece.

Mr. Prince gives voice to a cohort he calls "Generation Royal Oak," a group of watch connoisseurs such as Kevin Hart, Serena Williams, Ning Zetao who came of age following the watch's launch. Per the author, the members of "Generation Royal Oak," are respected members of the community whose achievements reflect the cultural movement that inspired the timepiece.

The Royal Oak is a memorable and influential timepiece which has captured the hearts of many celebrities including Elle Macpherson, Bjarke Ingels and Mark Ronson, who was recently named as a brand ambassador ([see story](#)).

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.