

JEWELRY

## Audemars Piguet raises a toast to Royal Oak, rounding out anniversary year

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*Audemars Piguet throws an end-of-year party, filled with octagons, in honor of the brand's signature Royal Oak watch shape. Image credit: Audemars Piguet*

By LUXURY DAILY NEWS SERVICE

Swiss watch manufacturer **Audemars Piguet** is throwing an end-of-year soire, once again honoring the Royal Oak's 50th anniversary this year.

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The 2023 greeting highlights one of Audemars' most iconic watch styles. Octagonal disco balls, vinyl records and cake all make an appearance in a new video release from the company.

Time for celebration

Aptly titled, "Greetings from Le Brassus" odes the brand's home base. Its party plot is not only meant to mark a successful year, but is also intended to celebrate the 50-year anniversary of the Royal Oak watch.

The digital drop features employees of Audemars Piguet celebrating the timepiece in vintage attire, the aesthetic remaining quirky and symmetrical similar to films from the likes of Wes Anderson.

The video brings a timelessness to the piece, matching the style of the watch from the company.

*Audemars Piguet's "Greetings from Le Brassus - The 'Octagon' End-of-Year Party*

Classical music plays, sheep stare alongside the employees and the small Swiss town of Le Brassus is on display, as octagons are playfully placed throughout.

An octagonal mousepad, sticky notes, lights and balloons represent just a few of the clip's motifs, as the work of the company and individual employees are honored. Towards the end, CEO Francois-Henry Bennahmias wishes everyone a good year and relaxes in his chair with octagonal cucumber slices over his eyes, matching the plot's comical tone.

In addition to the video, physical greeting cards are to be distributed in celebration of the new year.

Pictured behind the company's chief executive officer in the brand film is its coffee table read, released in honor of the watch, reminding viewers that Audemars Piguet has been at it all year with Royal Oak recognition.



*Audemars Piguet CEO wishes the brand's extended family well in a new video. Image credit: Audemars Piguet*

Both the brand and luxury publishing house Assouline dropped a dedicated book, "Royal Oak: From Iconoclast to Icon," authored by former deputy editor of British GQ Bill Prince, back in September. The book presents the Royal Oak's history, from its exciting release in 1972 to its current status as a celebrity favorite ([see story](#)).

The Swiss watchmaker has also cataloged the history of its iconic Royal Oak in an extensive, dedicated site. Its [AP Chronicles](#) platform presents years of research and serves as a reference source on the history of the accessory ([see story](#)).

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