

JEWELRY

## Audemars Piguet, musician Mark Ronson craft exclusive sonic experience

June 29, 2023



London-based film director Lauren Luxenberg captures the process of curation in a brand-new film. Image courtesy of Audemars Piguet

By AMIRAH KEATON

Swiss watchmaker Audemars Piguet is making strides by proxy of an extended partnership established last year.

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

The watchmaker teamed up with British American DJ, songwriter and record producer Mark Ronson for the very first time last year to launch "Syncing Sounds." This summer, Mr. Ronson is taking to the stage, doubling back with the horology label to orchestrate a collaborative performance on the brand's behalf the talent stars in a new film that accompanies the campaign's second chapter.

Elevated musical encounters

"Syncing Sounds Live" raises the stakes for a platform that began with the goal of elevating musical encounters to shed light on the extraordinary, highlighting the parallels between artists and the brand's own craftspeople.

Now tasked with constructing a memorable showcase for the closing night of Switzerland's Montreux Jazz Festival in July, Audemars Piguet's ambassador gathers a creative crew. London-based film director Lauren Luxenberg captures the preparation process in a video that begins with Mr. Ronson's reflections.

The selection centers Audemars Piguet's campaign.

"If you really love music, that's the stage that you think about the most when you step onto it," he says, opening the video.

*Brand ambassador Mark Ronson stars in "Syncing Sounds Live"*

Recognizing the challenge at hand, viewers watch Mr. Ronson's ambitious attempts to recruit the best that his industry has to offer.

On behalf of the brand, the label's frontman organizes a jam session, guiding the trio through the exercise in none other than New York City, the birthplace of his career; Mr. Ronson started out as a DJ in the late 1990s, his work blending funk, hip-hop and rock genres.

Scratching at EGOT status with an Oscar and Golden Globe under his belt, the seven-time Grammy winner counts

Amy Winehouse, Adele, Lady Gaga, Miley Cyrus and Queens of the Stone Age as clients.

Needless to say, the request for American singer-songwriters Abigail Elizabeth Smith, who goes by the stage name Yebba, and David Debrandon Brown, professionally known as Lucky Daye, to join him on this journey possesses some pull.

"This is a chance for me to put on a show with some of my favorite musicians who are like family to me," Mr. Ronson states.

"We could go so many different ways [since] some of the greatest musicians of modern times are with us."



*Mr. Ronson started out as a DJ in the late 1990s, his work blending funk, hip-hop and rock genres. Image courtesy of Audemars Piguet*

Subsequent scenes involve individual studio sessions and b-roll footage from both U.S. coasts Yebba navigates New York City streets, while Lucky Daye is based in Los Angeles.

Between these action shots, creative director and cross-industry professional Daphne Lanternier places top-notch finishing touches on the project.

Her work in both the fashion and music fields comes in handy here. Ms. Lanternier's scenographic vision for a mirrored stage that transitions into a screen in the midst of the concert adds a layer of dynamism.



*Creative director and cross-industry professional Daphne Lanternier places top-notch finishing touches on the project. Image courtesy of Audemars Piguet*

In a final scene, Mr. Ronson's full band of characters join together, uniting in the same space.

Covering Amy Winehouse's "You Know I'm No Good" released in 2006, the hit single was produced by Mr. Ronson Yebba and Lucky Daye's vocals float above the vivacious melody.

A cast of instrumentalists fires off in the background, infusing the same caliber of excellence that has graced the aforementioned works of sonic art.

After a few seconds of tonal brilliance, the montage wraps the spot serves its purpose, teasing what is soon to come. Ms. Lanternier is the last to speak.

"Hey Mark, the stage is set," she says, in a closing scene.

"See you in Montreux."

Offline engagement

As Audemars Piguet arranges to meet audiences offline for the derivative occasion ([see story](#)), witnesses are reminded of the initiative's roots.

In 2010, the luxury watchmaker sponsored an effort that enabled the digitization, preservation and enrichment of the Montreux Jazz Festival's audiovisual archives, becoming a global partner of the event in 2019, the same year that the brand's "APxMusic" was founded.

Its mission seeks to "support talent through creative collaboration and generate exclusive experiences full of emotion." Syncing Sounds slots in under the programmatic umbrella.

In the fall of 2020, the maison launched its "180" miniseries, in which a group of international artists wrote and recorded an original collaborative soundtrack. One installment featured musical artists and dancers Jeanne Added, Tshegue and Les Twins ([see story](#)).

"Music creates unique emotions and brings people together," said Francois-Henry Bennahmias, CEO of Audemars Piguet, in a statement.

---

© 2023 Napean LLC. All rights reserved.

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