

JEWELRY

## Jaquet Droz, The Rolling Stones partner for charitable push

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*The brand is creating a one-of-a-kind timepiece to be auctioned off, all proceeds benefitting a philanthropic cause. Image credit: Jaquet Droz*

By ZACH JAMES

Swiss watchmaker Jaquet Droz is continuing its partnership with a famed musical act.

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In collaboration with English rock band The Rolling Stones, the brand is creating a one-of-a-kind timepiece to be auctioned off, with all proceeds going to charity. The organization benefitting from the sale is Only Watch, which raises funds for Duchenne muscular dystrophy research, supported by sales of one-off watches from top labels.

"Creating and auctioning a piece is much better for a brand than simply making a donation behind the scenes," said Donnie Pacheco, CEO of [Donnie P. Consulting](#), Seattle.

"It is particularly true in this case because the video released by Jaquet Droz is much more focused on the creation of the timepiece than the charity itself puts both the brand and watchmaking front and center."

### Charitable creation

This project is not the first partnership between the watchmaker and the band, as they revealed 23 unique pieces in December 2022 ahead of the first one-of-a-kind watch launched the next month.

The rest of the collection, all of which are based around one of The Rolling Stones' albums, have been or will be released throughout the remainder of the year.

### *Jaquet Droz spotlights childlike wonder and playfulness in its promotional spot*

The timepiece at the heart of the philanthropic endeavor itself, bolstered by six videos features rainbow hues and detailed work.

"In addition to helping a good cause, the partnership was likely extended to raise brand awareness for Jaquet Droz and to highlight the charitable work that both Jaquet Droz and the Rolling Stones do," Mr. Pacheco said.

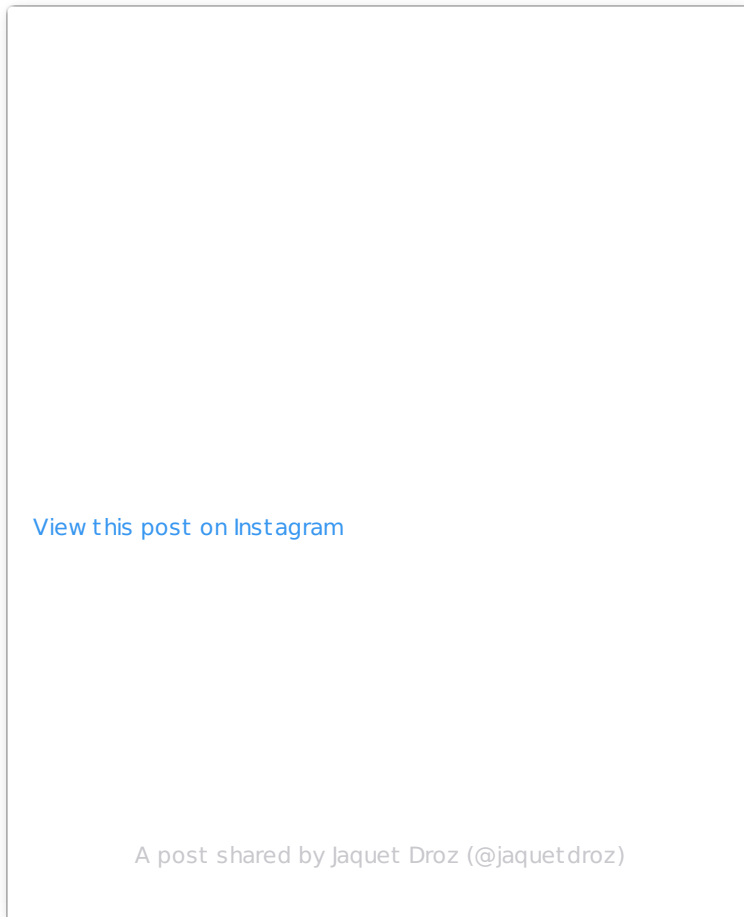
"While neither benefit monetarily, it does create positive and heightened brand awareness for Jaquet Droz potentially getting their name in front of people they usually wouldn't reach and reinforces the goodwill the Rolling Stones have for such causes," he said. "The Rolling Stones are further benefitted by lending the power of their brand

reminding people of the substantial charitable work they do."

Giving the watch a facelift, now theming itself around the color scheme of Only Watch, the automaton is truly unique. Multiple spinning elements are placed under glass with miniature versions of the rock group's instruments situated on a tiny stage within the watch face itself.

Entirely handpainted, from the dual rotating discs to the multiple band logos throughout the design one of which glows in the dark, Jaquet Droz's assertions that the timepiece is a masterpiece are well-placed. All of the above sits on a small black vinyl record.

Meticulously handcrafted, the horology marvel joins the current collection of 62 entrants across the luxury spectrum and beyond in the upcoming auction. First up, the lots will be showcased across the globe in eight major cities throughout September and October 2023.



The final sale will be held on Nov. 5, 2023, in Geneva. Attendance must be confirmed in advance, with preference given to bidders and representatives from participating labels.

All proceeds from the sales will go towards research into Duchenne muscular dystrophy, a genetic disease that affects 1 in 3,500 boys. In young children, it causes the weakening of muscles, including the heart, and eventually leads to losing the ability to walk among other complications.

"I also think the auction [is] better than just donating funds because it has the potential to raise much more than Jaquet Droz may have donated on their own," Mr. Pacheco said.

"Creating an exclusive timepiece, where the emphasis is still on craftsmanship and not purely whimsical, for one of the most popular music groups of all time will generate buzz, additional awareness and likely draw high bids."

#### Participation across aisles

While Jaquet Droz is the latest to join in on this year's charitable wave, it is far from the first.

In June 2023 alone, many major philanthropic deals were forged in the luxury sector, with Pride Month a central force behind the surge.

American jeweler David Yurman ([see story](#)), conglomerates Kering and LVMH, British automaker Bentley ([see story](#)), fashion label Stella McCartney ([see story](#)) and Givenchy Beauty ([see story](#)), alongside many others, donated to organizations for LGBTQ+ issues while granting them a larger platform.

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