

JEWELRY

# New content showcases Audemars Piguet's reinvented Code 11.59 models

November 6, 2023



*Created in collaboration with Swiss guilloch artisan Yann con Kaenel, the updated Code 11.59 sports an entirely new dial design. Image credit: Audemars Piguet*

---

By ZACH JAMES

Swiss watchmaker Audemars Piguet is releasing new versions of an established chronograph, now made of stainless steel for the first time.

Six new variants of the Code 11.59 have been unveiled, marking a refresh of the line that launched in 2019. Coinciding with the new collection is a short film series shining a light on different aspects of the timepieces' production and creation processes, harping on a content-forward trend currently sweeping the watch market.

"This campaign is definitely aimed toward a more youthful soul who appreciates culture and craft they would likely wear it with an old pair of denim and an unstructured cashmere sport coat," said Curt Schreiber, chief creative officer at [VSA Partners](#), Chicago.

"This is an example of a brand campaign that promises form follows emotion, and emotion is ever-present," Mr. Schreiber said. "A watch is just a watch, until you learn its story."

Mr. Schreiber is not affiliated with Audemars Piguet, but agreed to comment as an industry expert.

## **New material**

Created in collaboration with Swiss guilloch artisan Yann con Kaenel, the updated Code 11.59 sports an entirely new dial design.

A concentric circular pattern now lays embedded into the multicolored steel's surface the new timepieces come in beige and green colorations, as well as the brand's signature "Bleu Nuit, Nuage 50" blue hue. Each tone is made via a scientific and galvanic process referred to as physical vapor deposition.

*The first episode of the series covers the creation of the new dial design*

On top of the new look for the watch face, the hands, hour markers, typography, crown, bezel and buckle have all seen changes to their appearance. All of the maison's chronographs may soon be adapting to these new arrivals, as the brand states that "the design evolution will be extended to gold models and complications in the coming years" on the watches' [homepage](#).

"The arrival of steel in the Code 11.59 by Audemars Piguet collection is part of the natural steps to establish this line for the

future,” said Francois-Henry Bennahmias, CEO of Audemars Piguet, in a statement.

Adding to this new aesthetic is the material used to bring the revamp to life, steel. Across the six new variants, each utilizes the metal to various extents, with two specialized versions sporting a black ceramic case with metallic features.



*New features can be seen on the underside of the timepiece. Image credit: Audemars Piguet*

On the underside of the chronograph, consumers will find its case back to be made of sapphire crystal allowing a view into the watchmaker’s latest generation of self-winding calibres, the driving force behind the timepiece’s operation. Specific to the Code 11.59 release is a 22-carat pink gold oscillating weight laid atop the inner workings.

Each aspect of the new design is further discussed in the content series released alongside the watches. The chronographs are available now on Audemars Piguet’s website and in stores, the collection ranges in price from \$25,300 to \$37,400.

“The design here is timeless,” said Mr. Schreiber.

“The level of refinement is incredible yet understated, and the episodes themselves are edgy in a good way.”

### **Video ventures**

Short films released alongside product launches are becoming increasingly common among watchmakers.

Audemars Piguet, being the latest in a long string of examples, also took a similar path with the release of its updated Tank line ([see story](#)). While the new venture focuses on watch production and new materials, other jewelry and watch brands have taken many different approaches, including content that does not promote any particular product at all.

*The Code 11.59 video series is the latest in a long line of visual marketing activations within the segment*

French fashion house Chanel ([see story](#)) and Swiss watchmaker Tag Heuer ([see story](#)) are among those that chose to spotlight internal processes and company culture. Both showcased their respective workplaces in Switzerland and the expertise that goes into their horologic endeavors over the summer.

In an ode to the automotive industry, Richemont-owned watchmaker A. Lange & Shne resurrected its “Talk to the Driver” web series after a yearlong break. The most recent episode breaks down the connection between fine timepieces and vehicles of the past ahead of the 2023 Concours of Elegance at Hampton Court Palace vintage vehicle showcase through a wide-ranging conversation ([see story](#)).

Swiss watchmaker Jaeger-LeCoultre took a much different approach, spotlighting the work of American digital floristry artist Brendi Wedinger as a part of its long-running “Made of Makers” campaign, which grants a platform for diverse creative voices around the globe ([see story](#)).

Around the segment, each maison is walking to its own beat while creating content for its new releases and beyond, leading to a diverse array of perspectives on the next frontier for video marketing among horology labels.