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Audemars Piguet, rapper Travis Scott drop rare Royal Oak

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Crafting the complication in brown ceramic for the very first time, the house has partnered with the entertainer on a limited-edition launch. Image courtesy of Audemars Piguet

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker **Audemars Piguet** is upping its youth appeal.

Crafted in brown ceramic for the very first time, the house has partnered with American rapper Travis Scott's lifestyle brand on a rare release, launching alongside an exclusive fashion capsule. Audemars Piguet's New York City flagship has been transformed in honor of the Royal Oak Perpetual Calendar "Cactus Jack" Limited Edition, reopening this morning to allow VIP guests to preview one of the last projects to be helmed by outgoing CEO Franois Henry-Bennahmias.

"Chocolate AP"

Dubbed the "Chocolate AP" by the entertainer in a song on his latest album an entirely new colorway frames Audemars Piguet's latest drop. Sale is limited to 200 units.

The watch features a 41mm case and bracelet studs, crafted with scratch-resistant material. The complication's first textured calfskin leather strap debuts as part of the design.

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At face value, white gold hexagonal screws and a sapphire dial compliment the model's openworked Calibre 5135 movement, which itself is integrated with rhodium-toned components and pink-gold-toned hues. A pink gold folding clasp has been engraved by both parties, listing double signatures "Audemars Piguet" and "Travis Scott."

Much of the design elements nod to Cactus Jack, from the typography of the calendar to the shape of the subdial. "Utopia is a state of mind" is among the engravings on the watch, referencing the aforementioned album.

Most obviously homaging the collaborator is the model's moon phase at six o'clock, where Cactus Jack's smiling logo replaces the watch's typical representation of Earth's natural satellite, sitting amid glow-in-the-dark detailing.

In celebration of the milestone, and after being closed for a few days, Manhattan's Audemars Piguet boutique is now shaped around the new co-created products.



Visitors to the boutique will get to preview the Royal Oak Perpetual Calendar "Cactus Jack" Limited Edition. Image courtesy of Audemars Piguet

With neon lights and merchandise placed throughout, the reopened shop is now filled with the aesthetic codes of Mr. Scott's label. The clothing and accessories seen on-site, including jackets, t-shirts, pajamas, shorts, caps and hoodies, will be sold exclusively on the rapper's website.

A portion of the collection's sales proceeds will be donated to a charity or cause chosen by the Cactus Jack founder.

As Mr. Henry-Bennahmias prepares to depart the company by year's end, the launch slides in as one of the final efforts enacted during his term. Though Audemars Piguet is not the first in luxury to join forces with the musician's business ([see story](#)), this teaming-up marks a significant moment for the Swiss brand nonetheless.



Inside the New York store, guests can find hints of the musical collaborator throughout. Image courtesy of Audemars Piguet

"Watchmaking, to me, is the ultimate combo of engineering, fashion, tech and design a harmony of precision, craftsmanship and perfect timing," said Mr. Scott, in a statement.

"I approached this collaboration similar to sampling or starting a beat, taking inspiration from classics while introducing innovation to push them into the future," he said. "I'm beyond amped about the results, a first-ever for the iconic Royal Oak.

"For it to be my brother Francois' final project as CEO of AP makes it even more epic."