

WATCHES AND JEWELRY

# Annual holiday release from Audemars Piguet rings in new chapter

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*The outgoing and incoming executives come together for the seasonal content. Image credit: Audemars Piguet*

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By ZACH JAMES

Swiss watchmaker Audemars Piguet is introducing an incoming chief executive.

Releasing a short film that doubles as its annual greeting card, the company's new leader, Ilaria Resta, stars alongside current and longtime CEO Francois-Henry Bennahmias. The video melds visions old and new, the traditionally festive marketing spot signaling a transition into a new corporate chapter.

"What I love about this holiday card is that it accomplishes three key things in a short 2-minute video," said Paul Nelson, managing director of [Method1](#), Boston.

"First, it introduces the new CEO and gives you a real sense of her personality; she's warm, approachable and self-effacing," Mr. Nelson said. "Secondly, it shows the people of AP as having exacting expertise combined with endearing humanity.

"Thirdly, the release maintains the brand's position as a luxury watchmaker, but one without pretense."

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

## Endings and beginnings

Heading into the final week of the year, Audemars Piguet is nearing a final goodbye to Mr. Bennahmias, who has served as CEO for nearly three decades, dedicating his tenure to the progression of the heritage label.

Announced earlier this year, Ms. Resta will take over come Jan. 1, 2024 ([see story](#)).

Though she joined the company in August 2023, this year's holiday video serves to familiarize the community with a fresh face. Taking a playful tone while also bidding farewell to Mr. Bennahmias, visuals picture both leaders conversing at Audemars Piguet's Le Brassus headquarters.

## *Audemars Piguet presents its 2024 holiday spot*

Beginning with the informal inauguration of Ms. Resta, Mr. Bennahmias humorously forces his way into the production. Hiding in the room where the crew is shooting, he attempts to remove his nameplate from his office door as loudly as possible while they are rolling on set.

Once on camera, the executives exchange more comical banter. Together, they present viewers with well-wishes for the rest of 2023.

The greeting card is a recent end-of-year seasonal tradition for Audemars Piguet, which began the annual practice in 2019.

Starting under Mr. Bennahmias, the excerpt is one component of many legacy practices he leaves behind. With her participation this time around, Ms. Resta seems on board to continue the festive program.

### **Precision craftsmanship**

While introducing Ms. Resta to the public, the brand takes its time to simultaneously uplift the visibility of the artisans and experts creating each of Audemars Piguet's luxury timepieces.

The short film creates a narrative of what the incoming CEO witnessed from staff in her five-month transitional period. As she worked with Mr. Bennahmias at the Le Brassus facility, she experienced the inner workings of the business and its products daily.



*Craftspeople are shown doing their jobs at the Le Brassus office, stopping and waving for the camera. Image credit: Audemars Piguet*

Audemars Piguet is far from the only watchmaker in the luxury space granting a spotlight to its expert employees in marketing materials.

French fashion house Louis Vuitton is among them. Back in July 2023, the label revealed a reinvented take on its Tambour timepiece with an event and campaign centered on horological expertise ([see story](#)).

Fellow French fashion house Chanel joined in a few weeks later, releasing a look at its own manufacturing facility in the Swiss Alps ([see story](#)).

Not long after, Swiss watchmaker Tag Heuer embarked on a similar path. Its contribution to the movement involved the advertising of company culture ([see story](#)).