

JEWELRY

Relaunching icon, Piaget rings in 150 years

February 19, 2024



A modernized version of a classic the Piaget Polo 79 is being released and will retail for \$73,000. Image credit: Piaget

By EMILY IRIS DEGN

Swiss jeweler Piaget is celebrating its anniversary and cultural impact.

Ring in 150 years, the house is relaunching a classic sports watch decades after its debut. A new campaign for the Piaget Polo 79 emphasizes the item's artisanal and archival appeal, both key pieces to the luxury marketing puzzle.

Going for gold

On Feb. 5, Piaget announced that an 18-karat gold rendition of its timepiece would soon be available. Produced in tight quantities, the successor comes with a hefty price tag.

Of the 31-piece Polo range accessible online, only four designs are currently more expensive: the Emperador Dual Time in white gold, the Emperador Dual Time in rose gold, the Perpetual Calendar Ultra-Thin and the Date.

Respectively, each sells for \$81,000, \$79,500, \$76,000 and \$75,000. The Polo 79 will retail for \$73,000.



Made from 185 grams of 18-karat gold, the timepiece will be among Piaget's most expensive. Image credit: Piaget

Initially released in 1979, as its name suggests, the latest edition features matte gold bars and gadroons in close alignment with the original. Made of yellow metal all around, the watch's full dial and indexes included, the monochrome surface's beauty lies in its details.

Airbrushed components of its 42 mm case are contrasted by slim satin-finished, polished panels that continue across its

bracelet.

Thanks to a see-through back, wearers can view the model's internal movement. The manufacture is mechanical and features an ultrathin, self-winding 1200P1 caliber.

Piaget plus the Polo 79 in a new video

In a roughly minute-long promotional clip, Piaget allows the public a new perspective on the Piaget Polo 79, adjusting to the times with close-ups that may resonate with digitally-native generations ([see story](#)). Visuals bring elements of production to light, as artisans sketch the Polo 79 out "on paper."

As upbeat music plays, craftspeople file materials down, put joints in place and screw in bolts. The effort is collaborative and showcases the maison's in-house expertise, arriving as luxury consumer preferences for brands that are highly artisanal in practice persist ([see story](#)).

Leveraging legacy

Originally inspired by the company's clients and their love of polo, the watch remains linked with athleticism.

As the fourth generation of the founding family took over the company, the brand began hosting luxurious events to interact with customers. Many of these attendees frequented matches while donning their timepieces, sparking associations between the sport and Piaget selections.

Capturing the laid-back elegance of these soirees and gatherings, the casual chic look became an era-defining style. Due to its activity-friendly nature the Polo 79 was marketed as being water- and shock-resistant and unisex appearance, the product's uses were versatile.



Celebrating its cultural significance, Piaget's latest watch could capture the interest of senior and younger audiences alike. Image credit: Piaget

Worn by famous icons such as British American actress Elizabeth Taylor and American artist Andy Warhol, it carries a connection to some of the biggest cultural figures of the 20th century.

This heritage is honored by the chronograph's return. A complementary merchandising strategy could serve the label well.

The rollout offers nostalgia to older generations, with affinity-building potential for youth who may be averse to the accessory's cost but appreciative of the rich storytelling ([see story](#)) and vintage appeal ([see story](#)) that surrounds it.

Piaget's decision to keep the design of the relaunched timepiece very similar to the original registering as nearly identical to its reference, for those who do not look closely doubles down on this trend.