

# PIAGET



## Piaget steps into the light with a 2019 SIHH collection of luminous golden beauty

The allure of gold is undeniable, its rich tone and supreme adaptability have always inspired artists and artisans. It was in 1957 that Piaget committed to working exclusively in the noble metals — gold and platinum — and the 60 years since that commitment have created a deep reservoir of unmatched goldsmithing expertise and design acumen at the Maison. At the 2019 Salon International de la Haute Horlogerie, Piaget showcases its in-house savoir-faire with exceptional gold timepieces and new decorative techniques.

### A golden moment to shine with Piaget

It is the king of materials, adored and even revered since ancient times, used only for the most exalted objects. At Piaget, gold is symbolic of the Maison's in-house expertise that combines tradition and innovation with a unique creative approach. In the Piaget gold-working atelier in Plan-les-Ouates, Geneva, the mastery and know-how required to create over a hundred different types of gold bracelets resides in the hands of our in-house craftsmen. In all its forms, whether in a watch bracelet with multiple sleek links or in a supple strap woven from a single threadlike wire, gold is handled with a light, versatile touch that emphasises the pleasure and bright sensuality of wearing this precious material.

In previous years, Piaget revived gold-working techniques drawn from archival pieces of the 1960s and 1970s, made during the *âge d'or* of the glittering jet-set Piaget Society. Pieces such as those in the 2018 Extremely Lady collection reintroduced historical decorative techniques and redesigned to create new finishes that simulated the textures of wood, fur and icy frost in gold.

The 2019 SIHH collection of Piaget brings a completely new finish into the repertoire of its in-house atelier, ensuring that the store of artisanal savoir-faire at the Maison is not only maintained, but also increased.

The ripple of light and shadow on the scales of an exotic creature is replicated in an Extremely Lady timepiece of pink gold, adding to the collection's existing wealth of gold-worked textures inspired by nature. Each scale is brushed by hand, with infinitely varied and minute differences in angle and pressure creating the end result of a close-fitting bracelet that shimmers with lively shimmers. The scale decoration appears on both the dial and the bracelet of the Extremely Lady, invoking an aesthetic signature that was common in Piaget timepieces of the 1960s and 1970s. A bezel set with large round diamonds and the roseate tone of the gold highlight the lines of the vintage design that remains as appealing and elegant today as it was half a century ago.

One of Piaget's most successful and iconic designs is the Limelight Gala watch, with its asymmetric curves and retro-contemporary refinement. In 2019, the bracelet of the Limelight Gala is a dazzling hand-engraved bracelet in pink gold, featuring a decorative finish masterfully applied by the Maison's craftsmen. The "Décor Palace" finish has been seen in several memorable Piaget designs since the 1960s, and is used here on the bracelet to complement the beautifully striped dial of deep green malachite. A new openworked style of gem-setting is seen on the bezel and lugs of the 2019 Limelight Gala, allowing the Maison to feature larger stones, and in such a way that it appears they are invisibly held together rather than set in gold.

## **An aura of tradition**

The invitation to shine with Piaget is anchored in the near-mythic stature of gold, echoed in the new models from the classic collection of the Maison. A focus on organic textures and natural elements, enriched with a touch of gold, characterises the additional new models of 2019.

Meteorite dials feature strongly in the 2019 Altiplano timepieces, with the cosmic mineral appearing in natural grey and dark blue versions within the elegant collection. An arresting gold dial completes the trifecta of coloured meteorite dials, set within a polished pink-gold case that provides visual contrast and balance against the highly geometric patterns of the meteorite.

The Tradition timepiece in gold incorporates one of the most historical bracelets created within Piaget, combining alternately decorated links with meticulous assembly to form a light, flexible whole. A new dial of pink mother of pearl enlivens the watch and offers an essential option between the past models, which came either with understated silvered dials or fully-paved dials.

A textured Milanese mesh cuff draws the eye in this year's headline Possession model. The supple and luxurious gold mesh bracelet is worked by hand to impart a textured finish, which is paired with an iridescent mother-of-pearl dial and a halo of diamonds on the emblematic rotating bezel.

Elevating the active collection of Piaget into a truly decadent watch is the Polo in pink gold, first introduced in 2018 and ready to step onto the red carpet in 2019 with additional diamond-set models.

## ***About Piaget***

It was in La Côte-aux-Fées that Georges-Edouard Piaget set up his first workshop in the family farmhouse and devoted himself to producing high-precision movements. This was back in 1874 and marked the start of an ever-growing reputation. In 1943, the company took a decision that would prove crucial to its future by registering its brand name.

Faithful to its pioneering spirit, Piaget in the late 1950s set about designing and manufacturing the ultra-thin movements that would become one of the Maison's signatures and leave a lasting impression on watchmaking.

But Piaget was also a style: a marriage of gold and an explosion of color, new shapes, precious gems, and dials made of hard stones. Carried along on the wave of extraordinary creativity driven by Yves G. Piaget, the brand's jewelry collection grew in an original direction with a resolute emphasis on color. Rich in more than 140 years of history, the ever-bold brand innovated by offering jewels in motion, extravagant *Haute Joaillerie* collections, and incredible watches to become today one of the world's most prestigious watchmaker-jewelers.

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