

AUDEMARS PIGUET

Le Brassus

--- To Break the Rules, You Must First Master Them.

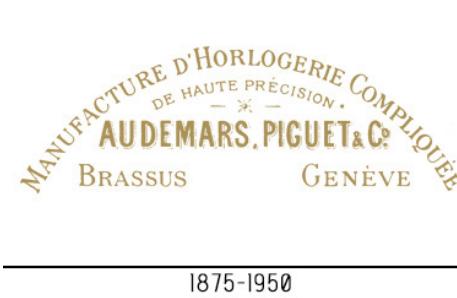
Brand Report
by Yuhong Henry Su
for Identity and Brand Design

○ Mission



“Audemars Piguet embodies the very foundations of watchmaking, as technical skills merge with excellence, a finely-tuned sense of detail is pushed to its very limits, and artistic life is breathed into a timepiece to make it a truly exceptional and unique work of art.”

○ History of AP



AP is founded in **1875** by Jules-Louis Audemars and Edward-Auguste Piguet, it still remains as a family business today. Both founders were from traditional watchmaker families, who had established headquarters in Le Brassus in the Swiss Vallee de Joux.

AP
AUDEMARS PIGUET
Le maître de l'horlogerie depuis 1875

1950-PRESENT

After two founders passed away, the younger generations of the families continued helping the brand to run as a high-end luxury watch manufacturer. And Surprisingly, neither did World War II nor the Great Depression slow down people's demand for AP watches because their quality was beyond good since the very beginning.



AP Classique Pocket-Watch (today)



654 - Brassus - Février 1907

E. Steiner, Phot. Edit., Lausanne

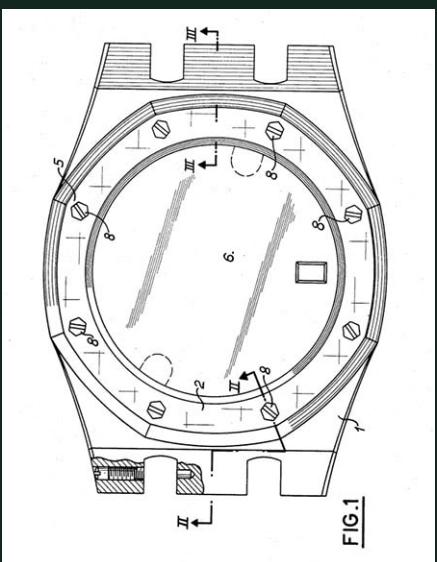
First Audemars Piguet workshops

Jules-Louis Audemars was in charge of the technical productions of these luxury watches, and Edward-Auguste Piguet was running the business operations for the company. It is worth to mention that at the very first, Audemars Piguet focused on producing pocket watches featured various complications. For example. AP introduced a chronograph pocket watch with a perpetual minute repeater in 1882 already. In 1889, another more complex pocket watch named Grand Complication helped AP won a medal at the World Exhibition in Paris. And when people was still quite unfamiliar with wristwatch in 1891, AP manufactured the first wristwatch with a minute repeater.

The Royal Oak: The Most Iconic Watch of AP



Gerald Genta (1931-2011), a jeweler who treated art as a daily hobby originally. He liked painting a lot and accumulated a portfolio about 100,000 art pieces, which are now saved in the Bvlgari Genta Art Collection in Neuchâtel, Switzerland (left).



AP gave Genta a rather extraordinary task, which was to reimagine a design for watch, and interestingly it was due the next working day. Genta opportunely agreed with the request and sketched the Royal Oak overnight. Audemars Piguet showed Genta's sketches to its stakeholders, and the rest was history (launched in 1972).



Royal Oak, the original model from 1972.



The new Audemars Piguet Royal Oak Selfwinding 41mm 15500ST (2019).

Since then, the octagonal bezel had become the signifier for almost every AP watch over half a century now. Many outsiders still believe the design was inspired by a ship's window, but what Genta truly based it on was a diver's helmet. He was attracted by the raw functionality of the exposed screws on the helmet and made the decision of blending it into his sketches. Indeed, the result clearly did not disappoint.

○ Materials and Mechanism



Stainless Steel/Titanium/18K White Gold
(with Stainless Steel "Tapisserie" pattern)

(with Black "Tapisserie" pattern)



(with blue "Tapisserie" pattern)

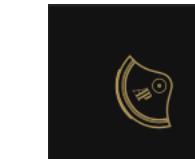
18K Rose Gold



18K Yellow Gold



HAND-WOUND



SELFWINDING



QUARTZ

Mechanical excellence combined with quartz brings superior accuracy.

○ Scale and Scope

In an interview, the CEO revealed that only 40,000 units would be made per year. Thus, the scale of AP is extremely limited.



François-Henry Bennahmias, CEO of Audemars Piguet.

Besides Royal Oak...



CODE 11 .59

Audemars Piguet's newest watch collection
(started in 2019)



Royal Oak Offshore

A sporty, masculine and powerful line that extends the beauty of the iconic Royal Oak and its aesthetic codes since 1993



Jules Audemars

Pays homage to one of the two founding fathers of the manufacture, a true pioneer in the field of complications, and embodies Audemars Piguet's traditional values.

More Breathtaking Arts...



Royal Oak Concept

Where ultra-modern technical precision meets cutting-edge micro-mechanics to create perfect harmony between case and movement.

Haute Joaillerie



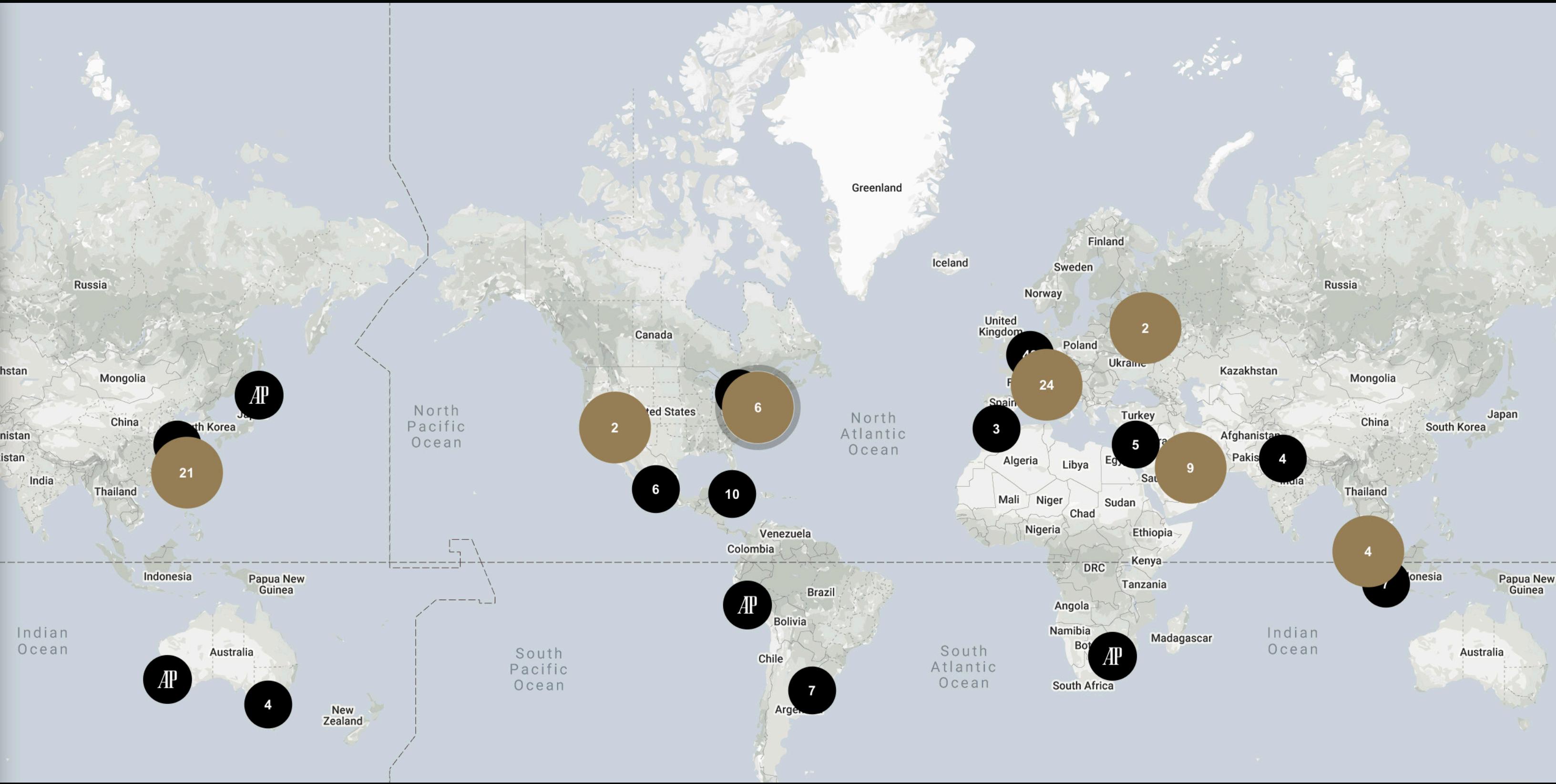
Disrupting traditional ideas of gem-set watches while displaying a true desire to break the rules, technically and creatively.

Millenary



Contemporary design embraces exceptional mechanical skill in the millenary collection's three-dimensional composition comprising an elliptical case and an off-centred dial.

○ Audemars Piguet Boutiques are offering in



○ Complications

Conception

Construction

Production

PERPETUAL CALENDAR

The perpetual calendar houses a mechanical memory that maps time cycles of 48 months and hence automatically factors in the months that have 30 or 31 days, while also adjusting for the number of days in February, whether 28 or 29. This highly sophisticated and complex mechanism will not require any adjustment until 2100 and 2200 as, contrary to convention, these are not leap years.

TOURBILLON

The tourbillon and its aerial revolutions are an endless source of fascination. The wearer could be forgiven for letting the beauty of the mechanism, consisting of almost a hundred tiny components with a total weight of less than 1 gramme, overshadow its true purpose of improving the precision of timepieces by compensating for errors due to gravity in a vertical position.

MINUTE REPEATER

This complication comprises the greatest number of parts, often more than 400. The minute repeater sounds the time by hammers hitting hardened steel gongs. It indicates, on request, the hours by a series of strikes on the low-pitched gong, quarter hours by striking the low/highpitched gong and additional minutes in relation to the latest quarter hour by striking the highpitched gong.

CHRONOGRAPH

A chronograph is a classical complication that measures and displays continuous or discontinuous spans of time without affecting the watch's time-keeping functions. A center chronograph hand is started, stopped and restarted at will, then returned to zero by actioning one or more push-pieces. It is both useful in daily life and remarkably complex in technical terms.

○ Artistry



Hand Design

These original designs were sketched freestyle by some outstanding artists first, and they were the base stone for further detailing to the initial concept and confirming its precise dimensions. More importantly, designers would work closely with the technical and development departments through the entire design process to scrutinize these technical aspects.

Computer Design

After the hand design process, the designer transfers the paper draft to screen and brings up a 3-D model of the watch. From here, colors, materials, reflections and relief effects would each be determined gradually as the designer enlarges each detail.



Decoration

POLISH

Polishing results in smooth, shiny surfaces reducing the risk of oxidation.

PERLAGE

It currently adorns bridges, plates, the bottoms of recesses and dials.

CÔTES DE GENÈVE

This type of decoration is generally reserved for the visible surface of bridges.

Components



PETITE TAPISSERIE

« Petite Tapisserie » guilloché decorative pattern on extra-thin models.



GRANDE TAPISSERIE

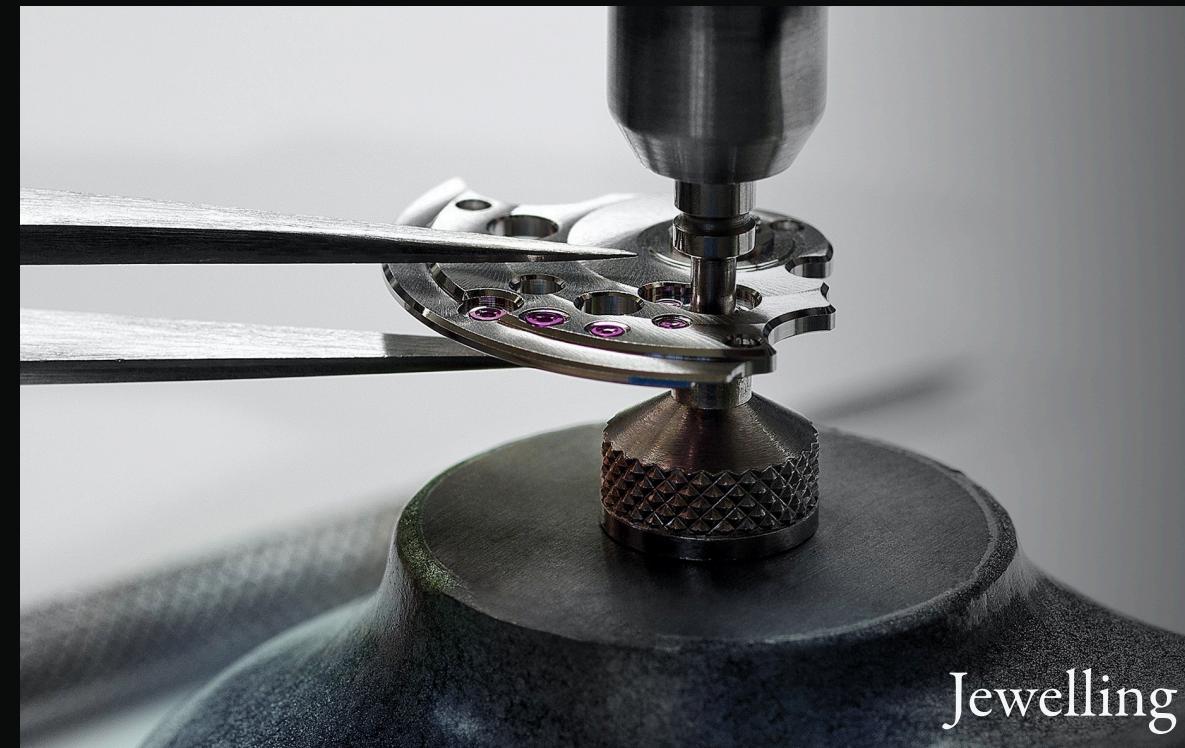
« Grande Tapisserie » guilloché decorative pattern on selfwinding and quartz models.



MEGA TAPISSERIE

« Méga Tapisserie » étampé decorative pattern on Royal Oak Offshore collection.

○ Assembly



Main Competitors

PATEK PHILIPPE
GENEVE



VACHERON CONSTANTIN
GENÈVE



Chopard



ROLEX



○ Challenge of Today

Although the CODE 11 .59 is the newest collection from the House of Audemars Piguet, this watch has generated a lot of unwelcoming and controversial feedbacks mainly due to its design concept's off-track of the classic silhouette of the Royal Oak. In contrast, the Royal Oak is a priceless model for AP history; thus, the CODE 11 .59 could only be tested by time itself. In short, this release was considered underpromise, and overdeliver by many watch lovers.



CODE 11 .59 By Audemars Piguet
Tourbillon Openworked



According to Bennahmias, the CEO, the real challenge behind recent innovation is to make improvement on power reserve and precision of the timepiece. In short, new movements of a watch are needed. This specific CODE 11 .59 collection was a result of the collective work aiming just that by 40 best professionals from AP between 2012 and 2019; the CEO recalled that during one of their meetings in 2012, he insisted that the meeting would not be ended until a new concept for an automatic mechanism and a chronograph mechanism is emerged in the discussion.

Nonetheless, AP has always taken the opportunity of being controversial to shine.

○ Notable Partnerships

Stan Wawrinka, a Swiss professional tennis player, 3 times grand slam winner, Olympic Champion, and Davis Cup.



Serena Williams , American professional tennis player with a historical 23 grand slam wins.

Art Basel, a modern and contemporary art show that focuses on presenting innovative concepts in the Colletors Louge in Hong Kong, Basel, and Miami Beach.



○ Upcoming Atelier for Audemars Piguet (2020)



Musée Atelier Audemars Piguet,
a watch museum.



Display space for some
best of the best



Actual professional
workshops & experience
space for visitors

Continuing breaking rules,

Short Term:

Audemars Piguet has realized how successful its partnerships have been with some great professional athletes and entertainers around the world in recent years; thus, the team is looking forward to recognizing a more diverse group of young talents in order to let them show their own mastery.

continuing to shine.

Long Term:

Despite hearing some controversial voices for the new CODE 11.59 collection, Audemars Piguet would focus on putting more effort to promote this new timepiece to the younger market. By the end of 2020s, Audemars Piguet hopes the CODE 11.59 to be as accepted as the Royal Oak to not only the watch lovers, but also the youth of their time.

Today and forward, we want
to recognize mastery from
more diverse spectrums.



City
Planner



Refugee
Diplomat



Flight
Director



Medical
Researcher



Film
Editor



Music
Producer



Civil
Engineer



Culinary
Artist

AUDEMARS PIGUET

Le Brassus

--- Mastery in All Senses.

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