

PRESS KIT

# HIDDEN TREASURE

PIAGET AWARDED BY THE GPHG



PIAGET



IN 2023, THE GRAND PRIX  
D'HORLOGERIE DE GENÈVE  
HAS CHOSEN TO RECOGNIZE  
PIAGET'S EXPERTISE AND BOLD  
CREATIVITY IN THE LADIES  
CATEGORY WITH THIS  
SIGNATURE CUFF WATCH.



# CREATIVITY & AUDACITY

For Watches and Wonders 2023, Piaget returned to its roots in watchmaking and jewellery excellence, a nod to its exuberant and evocative designs from the 1960s and 1970s.



Here, mastery and artistry meet creativity and audacity, with new timepieces that pulse with the Piaget spirit: bold, distinctive, dazzling and unique. It is here, between ultimate elegance and unique extravagance that the Maison of Extraleganza was born. When Piaget committed to using only precious metals for its watches in 1957, few could predict how masterfully, and extravagantly, Piaget's goldsmithing craft would develop. In 1969, Piaget launched its avant-garde 21st Century collection, a series of daring and flamboyant gold cuff watches and sautoirs that were dreamt up, not in the Swiss watchmaking atelier, but in the front rows of Paris runway shows. Piaget's designers imagined time-telling jewels to match the fashions of the day, and once back in Switzerland, sketched directly on the pages of fashion magazines. The result was couture-like sautoirs and cuffs that wore like a second skin, where gold was sculpted, woven and braided into supple, silk-like fabric.

# MÉTIER D'OR



Re-interpreting the cuff watches of the 1960s-70s, this organic design references the free-form, hyper-naturalism of the era.

With the signature oval dial half-hidden, the gold work of the bracelet appears to grow over the case and ornamental dial. Each cuff is hand-engraved with different patterns and textures, highlighting Piaget's expertise in the art of engraving and dedication to Métiers d'Or. The different styles of engraving demonstrate the combination of dexterity and artistic sensibility mastered by each individual artisan. The gold is carved by hand, one line at a time, using the sharp tip of a burin, the lines varying in depth, width and direction to obtain the desired effect. Gold shavings are gently blown away from the surface by the goldsmith after each gesture. No two patterns of engraved gold are the same. Here, the golden bracelet reproduces the famous lines of the Decor Palace, and inset with a sapphire-framed case and turquoise dial.





# ABOUT PIAGET

Piaget epitomizes daring creativity – a quality that has continued to permeate through the Maison since its beginnings in 1874. From his first workshop in La Côte-aux-Fées, Georges-Edouard Piaget devoted himself to crafting high-precision movements in a feat that formed the very foundations of our pioneering name. In the late 1950s, Piaget unveiled the ultra-thin movements that would later become the Maison's trademark and the cornerstone of the Altiplano collection. As a true innovator of the watch and jewellery world, Piaget strongly believed in creativity and artistic values. It is within the walls of our «Ateliers de l'Extraordinaire» where master artisans continue to harness rare skills that have been preserved and perfected from generation to generation, transforming gold, stones and precious gems into dazzling works of art. Through its pursuit of masterful craftsmanship, the Maison has created emblems of daring excellence channeled into its collections including Altiplano, Piaget Polo, Limelight Gala, Possession, Piaget Sunlight, Piaget Rose and Extremely Piaget.

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