

## [And then there was a dazzle](#)

Women will always buy jewels. They're engineered to buy it from childhood in a very Liz Taylor kind of way. And men will always buy jewels as they are trained to. But some brands get it right and others have no idea what luxury is truly about. They affix a brand name, like Gucci, to a piece of badly made jewellery and suddenly it is suppose to sell for mega money. But the real style brands quietly go about their business, unaffected by the masses. They just honour the brand's natural desire to be excellent.

For instance what makes the brand Piaget so enthralling is that they design with exclusivity in mind. They know what they do best and they do just that: jewellery and watches of the highest distinction. The build trust in the consumer that they will deliver beautiful pieces of say jewellery every year and will continue to do exactly that for as long as they can.

This year is no exception with their "Couture Precieuse" collection that they launched at the SIHH fair in Geneva. The inspiration of ribbons, laces, bows, knots and buttons felt feminine yet totally at ease at a time where women's accessories are more striking than ever before as the clothing pares down in the post-recession climate. Colours that came through were red, black and white and the brand's "French-ness" somehow shined through these.

"Always do better than necessary" is the promise the Piaget brand affixes so carefully and elegantly to all their products and services and this comes through so clearly when the CEO, Philippe Léopold-Metzger, talks about how the brand once thought of making pens and other items that interested them at the time but quickly realized that what they do exceptionally well is jewellery (and watches) and so they will continue to give clients, and fanatics, the best the brand can possibly offer.

Jewellery and "haute jewellery" at that is at an interesting place in their industries. As much as the world is very seriously in the post-recession hang over shoppers are still seeing jewels as the ultimate feel-good-pick-me-up. Women, and their devoted shopping husbands, want to invest in solid brands made from solid materials (silver more than ever). This means the industry is marching forward as it always has as the rich will always have money and the emerging markets will learn which brands actually offer the least bling with the most sophistication.

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