

Luxury is about time

Not only in this revolution of luxury has time become more important and obviously valuable it has become the most important commodity in the experience of true extravagance: minus the obvious bad taste associated with that word. Time, the construct has lost its power but the essence of what time represents has once again seeped into what we, as citizens of the world, so desperately crave. Time for love, time for self, time for other, time time time.

So we value time above getting the latest and greatest, let's for argument's sake say watch. But what if time is exactly what made the watch so painstakingly perfect, what if that deep sense of craft and care is completely engrained in the watch itself? A double pleasure I guess.

Piaget has since 1874 emphasized a greater than luxury attitude, and has promoted this kind of flair and dexterity in all their work. Opposed to just adding to the masses of luxury products available what Piaget does best is pour more sand into the hourglass and make that their absolute eminence. Promoting true craft, Swiss at that, and artistry that not only takes skill and years of passed on knowledge the brand not-too-quietly emphasizes that in their lavishness.

This year for instance the brand created a fantasy world of Chinese imperial symbols in honour of the year of the dragon. The watches were created in 1600 hours of jewellery craftsmanship and 600 hours of gem setting: a small feat for a brand so obsessed with time. But that is exactly the kind of, or type of time that seekers of luxury are actually looking for.

In January the "Salon International de la Haute Horlogerie" will host an array of brands, only the best of course, in Geneva for a week of fine watch prowess: a sort of royal ballet of watches you could say. But not only Piaget, some of the other brands present next year and to look forward to are: IWC, Panerai, Roger Dubuis and Jaeger LeCoultre. Come January, let's see how they then approach a new take on time.

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This entry was posted on Tuesday, November 13th, 2012 at 2:10 pm.

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