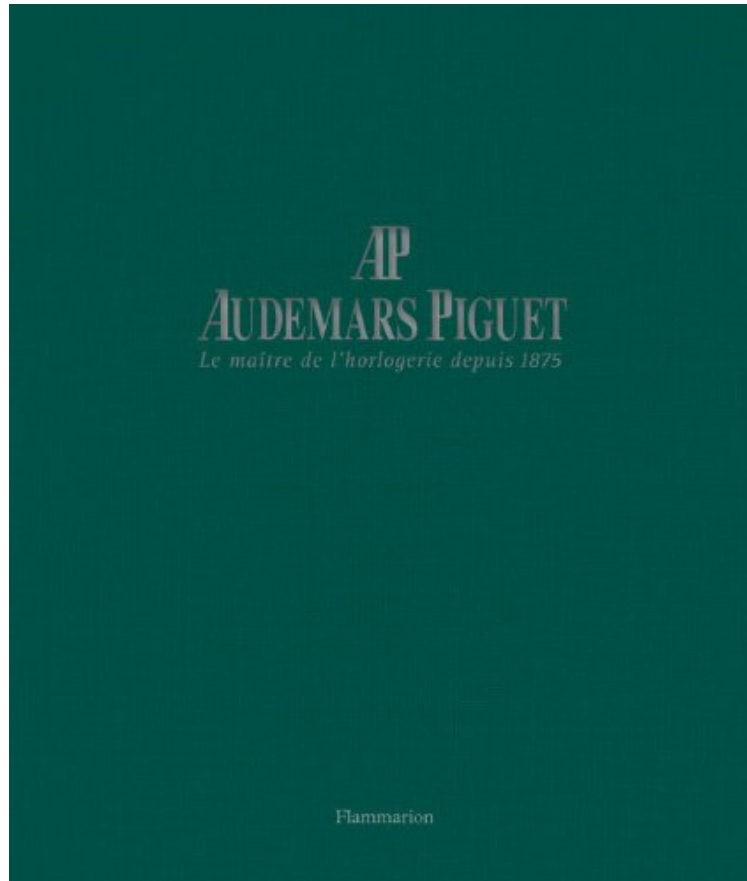


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Audemars Piguet: Master Watchmaker Since 1875

Francois Chaille

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The pursuit of excellence is reflected in Audemars Piguet's most prestigious models, painstakingly crafted by artisans for over 130 years. Audemars Piguet's expertise, creativity, and state-of-the-art technology are behind the company's luxurious and innovative watches. At the turn of the twentieth century, the factory employed more than seventy

craftsmen, whose mastery and excellent grasp of the changing times enabled the development of traditional pieces and the production of revolutionary watches, both of the highest quality. These include the slimline jeweled watches for women in the art deco era, chronographs in the forties, the first perpetual calendar watch in 1957, the famous Royal Oak--the first high-end sports watch--in 1972, and the ultramodern Millenary MC12 in 2008. The mechanisms, the meticulous processes by which they are developed, and their technical and stylistic inventions reveal the history of a company that combines audacity, ingenuity, and luxury.

"It displays the chronological sequences of its treasures through a richly-illustrated narrative – from history to current day. Alongside its history, it shows the many disciplines followed by the brand to create the significance it enjoys today." ~Luxury Launches
About the Author François Chaille is a writer, art historian, and fashion expert. He is the author of *The Cartier Collection: Timepieces*, *Cartier: Creative Writing*, and *Cartier: Innovation through the 20th Century*.