

# MR PORTER PIAGET

## MR PORTER TO LAUNCH PIAGET FINE WATCHES AND JEWELLERY IN SEPTEMBER

**12<sup>TH</sup> SEPTEMBER, 2017 (GLOBAL)** – **MR PORTER**, the award-winning online destination for men's style, is pleased to launch the luxury watch and jewellery Maison **Piaget** on **Tuesday 12 September**, with a curated selection of timepieces and jewellery across the brands iconic *Altiplano*, *Piaget Polo* and *Possession* collections.

Piaget has a long-standing history as one of the leading Swiss fine watch and jewellery manufacturers, and its collections are designed with understated elegance and style at heart.

MR PORTER will launch with **four** timepieces from the *Altiplano* collection – undoubtedly one of Piaget's most iconic ranges – including the Altiplano Ultra-Thin 38mm 18k White Gold and 40mm 18k Pink Gold models, the Altiplano Ultra-Thin Chronograph 41mm 18k White Gold model, and the Altiplano Ultra-Thin 38mm 900P, one of the world's thinnest hand-wound mechanical watch.

Additionally, MR PORTER will launch with **four** Piaget *Polo S* and **four** Piaget *Polo S Chronograph* timepieces, available in 42mm steel cases with a range of coloured dials on steel bracelets, all from Piaget's new sporty, geared towards younger clients who are Game Changers. Standout pieces include the *Piaget Polo S* and *Piaget Polo S Chronograph* Limited Edition Black, featuring an ADLC bezel and rubber strap and limited to only 888 pieces.

MR PORTER will also launch with **two** bracelets from Piaget's fine jewellery collection, *Possession*, both in 18k white gold, and one featuring white diamonds.

*"We are excited to be launching Piaget, a fine watch and jewellery manufacturer globally renowned for its iconic Altiplano Ultra-Thin timepieces. We also recognise the change in the contemporary watch customer, and we are launching the new Piaget Polo S limited editions to meet this. MR PORTER has an increasingly eager and aspirational fine watch customer, and Piaget offers them a curated choice of both elegant and sporty timepieces."*

**Mr Toby Bateman, Managing Director, MR PORTER**

*"In partnership with MR PORTER, Piaget has curated a lineup of pieces that truly reflect the aspirations and tastes of the most discerning and stylish watch enthusiasts. The effortless elegance and technical credentials of both the Altiplano and Piaget Polo continue to make these timepieces an essential staple for customers: one a sophisticated marvel of ultra-thin watchmaking, the other a contemporary take on a watch that revolutionized the world of watchmaking with its ingenious cushion-shaped dial within a round case."*

**Chabi Nouri, PIAGET CEO**

Prices range from £1,730 to £27,000 / \$1,660 to \$28,600 / €2,080 to €31,500

Customers can sign up and register interest at:  
<https://www.mrporter.com/mens/designers/piaget>

**For more information, please contact:**

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**About MR PORTER**

MR PORTER launched in February 2011. It has since established itself as the award-winning global retail destination for men's style, with an unparalleled product offering from the world's best menswear and luxury brands – including Saint Laurent, Prada, Gucci, Brunello Cucinelli, Ermenegildo Zegna, Moncler, Acne Studios, APC, Kingsman, Tom Ford, Common Projects, IWC Schaffhausen and Bremont. MR PORTER complements its best-in-class menswear with ever-growing, industry-advancing categories, such as fine watches, grooming, performance, sport, tech and lifestyle. Additionally, MR PORTER publishes unmatched content through its weekly shoppable digital magazine, *The Journal*, its bimonthly newspaper, *The MR PORTER Post*, and its bite-sized, several-times-a-day digital news source, *The Daily*, all powered by MRPORTER.COM. MR PORTER video content is also streamable and shoppable from its very own Apple TV app. MR PORTER champions unparalleled customer service with express worldwide shipping to more than 170 countries, including same-day delivery to New York and London and next-day delivery to the UK, US, Germany and France, a seamless shopping experience across mobile, tablet, desktop, email and telephone, signature white and black packaging, easy returns and a multi-lingual customer care and personal-shopping team who are available 24/7, 365 days a year.

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**About Piaget**

It was in La Côte-aux-Fées that Georges-Edouard Piaget set up his first workshop in the family farmhouse and devoted himself to producing high-precision movements. 1874 marked the start of an ever-growing reputation in the watch industry. In 1943, the company took a decision that would prove crucial to its future by registering its brand name.

Piaget is also a style: a marriage of gold and an explosion of colour, new shapes, precious gems, and dials made of hard stones. Building on more than 140 years of history, the ever-bold brand innovates by offering jewels in motion, extravagant High Jewellery collections as well as exceptional luxury watches – making it one of the world's most prestigious watchmaker-jewellers.

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High-resolution images available at [pressnews.piaget.com](http://pressnews.piaget.com)

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