

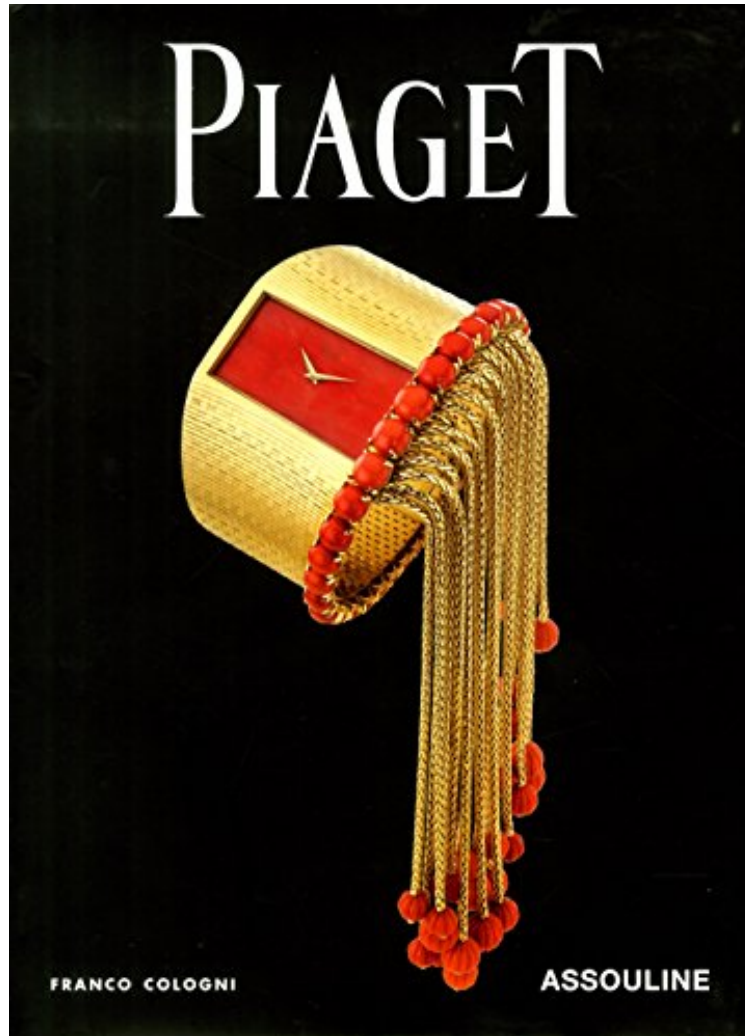
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## Piaget (Memoire)

**Assouline : Piaget (Memoire)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Piaget (Memoire):

0 of 0 people found the following review helpful. All that glitters...By DaveBeeShureSkip it. The book is pretty small and around 80+ small pages long. And, while the photography is great, and the paper weight appropriate for such glossiness, one gets the feeling they just blew \$25 on a Piaget promotional catalogue, that you'd usually pick up for free at their store, or get by request, just for the asking. It's informative, but not too in-depth, it seems; and, like I say, the photography and paper quality is second to none; but not \$25 second to none.

Faithful to its pioneering spirit, Piaget, at the end of the 1950s, set about designing and manufacturing the ultra-thin movements that would become one of the Houses signatures and leave a lasting impression on the world of

watchmaking. But Piaget was also a style: a marriage of gold and platinum, precious gems, and dials made of hard stones. Carried along the wave of extraordinary creativity that permeated the watch manufacturer in the 1970s, under the impetus of Yves G. Piaget, the brand's jewellery COLLECTION grew in an original direction with an emphasis on color. Always bold, the brand innovated by offering jewels in motion and COLLECTION of extravagant haute joaillerie. The great watchmaker Piaget has thus transformed itself into one of the most prestigious watchmaker-jewellers in the world.

About the Author Italian man of culture, journalist, and president of the Fondation de la Haute Horlogerie, Franco Cologni is a well-known personality in the world of jewelry and haute horlogerie. He is the author of several books, including *Made by Cartier: 150 Years of Tradition and Innovation* (1993), *Platinum by Cartier: Triumphs of the Jewelers' Art* (1996), *Piaget: Watches and Wonders Since 1874* (1998), *Cartier: The Tank Watch* (1998), *Vacheron Constantin* (2000), *The Secrets of Vacheron Constantin: 250 Year of History* (2005), and *Jaeger-Lecoultrre: The Story of the Grande Maison* (2006).