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## **Piaget: Watches and Wonders Since 1874**

**Franco Cologni, F. Nencini, Giampiero Negretti : Piaget: Watches and Wonders Since 1874** before purchasing it in order to gage whether or not it would be worth my time, and all praised Piaget: Watches and Wonders Since 1874:

0 of 0 people found the following review helpful. A nice book outlining a small number of watches from the ...By Erik BehrendsenA nice book outlining a small number of watches from the late 1950's thru 2000's. Would have liked a more comprehensive book on all the watches and their movements from their inception.5 of 6 people found the following review helpful. Piaget and other fine watch collectors delightBy A CustomerThis is an excellent book detailing the Piaget Company. Anyone who appreciates fine craftsmanship in watches would enjoy this volume. The photographs are wonderful and beautiful printing is throughout. As a watch collector, I would hope that the other "top houses" of watchmaking would permit such a work to be published. If nothing else, it is one good ad piece for prospective Piaget customers.2 of 2 people found the following review helpful. A Must for collectors and amateursBy ObserverThis is the most comprehensive and the most complete source of information published so far about this worldfamous manufacturer of top class watches. Close to 100 per cent of its contents are due to the former international sales director of the company, Emil Keller, who had worked side by side with Gerald and Valentin Piaget, the owners, as from 1957.

In the small Swiss town of La Cote-aux-Fees in 1874 the Piaget family began making watchworks that quickly became the preferred movements of the most prestigious watchmakers in Europe. After the end of World War II, the Piaget company built a state-of-the-art factory and captured new markets, gaining more women clients by developing ultra-

thin watches. Piaget became synonymous with luxury timepieces, and in the 1960s it leaped to international fame as the company opened a showroom in Geneva and presented products embellished with precious stones. The 1970s saw the debut of ultra-thin electronic mechanisms, and in the following decade clients commissioned Piaget to create the most precious watches in the world. In 1988 Piaget joined forces with Cartier and launched the great Piaget collections for the next millennium. This lavishly illustrated volume details the unique characteristics of Piaget movements, both wind-up and automatic; the crafting of quality watches by hand and by computerized machinery, in a melding of tradition and modernity; the creation of Piaget's trademark supple watchbands woven of gold wire; the quartz revolution; and the most recent and unique commissioned creations from the house of Piaget.

From Booklist For snob appeal alone, this catalogue of Piaget history and products is worth the steep price. The book is actually a romance--liberally illustrated with photographs--about a four-generation family passionately devoted to luxury and quality. The authors, all journalists, document the company's beginnings, its pioneering technology, its purchase by Cartier, and the evolution of the well-cultivated mystique and image. Somewhat a hype piece, but nonetheless a tribute certain to evoke "oohs" and "aahs" from its readers. Barbara Jacobs About the Author Franco Cologni was the author (along with Ettore Mocchetti) of *Objects by Cartier*. Giampiero Negretti is a leading specialist of the history horology and was co-author along with Franco Nencini of *Le Temps de Cartier*.