

TO BREAK THE RULES,  
YOU MUST FIRST MASTER  
THEM.

THE VALLÉE DE JOUX. FOR MILLENNIA A HARSH,  
UNYIELDING ENVIRONMENT; AND SINCE 1875 THE  
HOME OF AUDEMARS PIGUET, IN THE VILLAGE OF  
LE BRASSUS. THE EARLY WATCHMAKERS WERE  
SHAPED HERE, IN AWE OF THE FORCE OF NATURE  
YET DRIVEN TO MASTER ITS MYSTERIES THROUGH  
THE COMPLEX MECHANICS OF THEIR CRAFT. STILL  
TODAY THIS PIONEERING SPIRIT INSPIRES US TO  
CONSTANTLY CHALLENGE THE CONVENTIONS OF  
FINE WATCHMAKING.



MILLENNARY  
DIAMOND SET  
IN WHITE GOLD

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AUDEMARS PIGUET

*Le Brassus*



TEHRAN WATCH

SINCE 1901

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