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ROYAL OAK - Audemars Piguet

Martin K. Wehrli, Heinz Heimann



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To mark the 40th anniversary of the Royal Oak in due style, Audemars Piguet has launched a publication of a 300-page book on the history of this legendary model. A richly illustrated book, it features the 137 year long history of Audemars Piguet and details the life of the iconic model from a historical point as well as through the eyes of various watch aficionados who have come to adore it since its birth in 1972. The publishing of the Royal Oak book coincides with the launch of the 40th anniversary exhibition world tour debuting in New York on March 21st where it will also be available to purchase. Furthermore, 40 lucky New York exhibition visitors will have the chance to win a copy of the book signed by Martin Wehrli, Audemars Piguet Museum Director for the last 20 years. In her foreword, Jasmine Audemars, President of the Board of Directors, describes that it was "intended as a tribute to its creator Gérald Genta; an expression of gratitude toward all the men and women who have contributed to its success; and the pledge of a fine future". Equally, Audemars Piguet CEO Philippe Merk, thanks the "personalities whose testimonies shed often unexpected and amusing light on the legend." The book is indeed brimming with appealing anecdotes and personal touches from both past and present, along with historical facts vividly retracing four extraordinary decades in the history of Audemars Piguet and of the watch industry as a whole.

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