

# CHARISMATIC RYAN REYNOLDS

Charismatic and flamboyant watch and jewellery house, Piaget has a long-standing relationship with the performing arts. In February 2017, it will, for the tenth consecutive year, serve as the premier sponsor of the Film Independent Spirit Awards. It makes sense then that its brand ambassadors hail from the world of film and stage, a creative space where actors – just like the watchmakers and jewellers of Piaget – are able to explore unexpected creative possibilities in a world unconstrained by boundaries resulting in the production of remarkable works of art.

The House's newest international ambassador, Canadian-born, Ryan Reynolds, began his career in television before making his first major film breakthrough in the 2002 comedy and cult classic 'National Lampoon's Van Wilder'. He's come a long way from his days playing Billy Simpson in the YTV Canadian teen soap opera 'Hillside' back in 1991.

In making the leap from television to film, he has proven his versatility as an actor by taking on ultimate superhero roles 'Blade: Trinity' (2004), 'X-Men Origins: Wolverine' (2009) and 'The Green Lantern' (2011), as well as earning critical acclaim and awards for his performances in the independent drama 'Buried' (2010) and the critically acclaimed film, 'Mississippi Grind' (2015). He's starred alongside Sandra Bullock in the hit romantic comedy, 'The Proposal' (2009), and made his much-anticipated return to the Marvel Comics series in 2016 with 'Deadpool'. 'Deadpool' quickly became the highest grossing R-Rated film in box office history, and the most successful X-Men film to date. His upcoming film releases include the science fiction thriller 'Life' (2017) along with the highly anticipated sequel to 'Deadpool' (2018).

Philippe Léopold-Metzger, Piaget CEO welcomed the new international ambassador, "Ryan Reynolds delights audiences around the world with a blend of elegance and charisma. His remarkable and daring on-screen performances, paired with his magnetic good looks, have earned him a place as one of Hollywood's leading men. Like Piaget, he fearlessly brings creativity to his art, and we are thrilled to welcome him to the Piaget family."

Reynolds is very happy to join the Piaget family, "I've known of Piaget since I was just a little kid. You can't find a more iconic brand, or one which better exemplifies craftsmanship, elegance and creativity. This is something that means a lot to me," says Ryan Reynolds. "I work in a field in which things can be cast away quite quickly. So when you find something iconic, something timeless, it's important. And that's one of the many things I love about Piaget."

Reynolds likes the versatility of Piaget's new Polo S, "One of the things I have in common with this watch is that I like the idea of relaxed luxury, the idea that what you wear with a tuxedo, you can also wear with casual clothes. I really like this timepiece because it is incredibly versatile. I would wear it anywhere. I'd wear it to an awards show as easily as I'd wear it to my kids' first graduation".

Photos: © Courtesy of Piaget

*Piaget turns to the creative arts once more  
in naming their newest international  
brand ambassador*



The Piaget Polo became an icon of its generation when it was launched in 1979. The Polo watch takes its name from the elegant and demanding sport of polo. It is infused with the ethos of Piaget Society that was founded on the lasting friendships the brand has formed in the world of music, film, art and sports. It expresses the grammar of shapes that are found at the heart of the Piaget DNA. The Piaget Polo S is the watch for those who challenge conventions and on this exceptional occasion, Piaget has housed an automatic precision movement in a watch of stainless steel.

Featuring an ingenious shape-within-a-shape that is Piaget's distinctive hallmark, the Piaget Polo S displays the unique association of a cushion-shaped dial within a round 42mm case. Designed by Piaget, its automatic movement discreetly reveals its beauty through a sapphire case-back. A bracelet of meticulously hand-assembled links alternatingly polished and with a satin finish, completes the experience. The result? A watch that – by day or by night, at work or at play – speaks to and for a new generation.

The collection is composed of the automatic Piaget Polo S, equipped with the 1110P movement, and the Piaget Polo S Chronograph, equipped with the 1160P movement. Both of these movements have been developed specially for the Piaget Polo S. The automatic Piaget Polo S is available with a blue, silvered or slate-grey dial, while the Piaget Polo S Chronograph is available with a silvered or blue dial.

Piaget created the Piaget Polo S for a new generation: a generation of game changers. Like the Piaget Polo S, these men are ready to rewrite the rules. By choosing Piaget for a steel watch, they show with elegance and distinction that they play a different game. ■

*Piaget Polo S –  
Play a Different  
Game*

Photos: © Courtesy of Piaget

## INTRODUCING THE NEW 2016 BIOSPHERE RESERVE COIN SERIES

Inspired by the Cape West Coast Biosphere, a UNESCO Man and the Biosphere initiative.



R2 (1/4 OZ)

R2 (1/4 OZ)

R2 (1 OZ)

R2 (1 OZ)

Rare and collectable coins are one of the more beautiful ways in which we highlight the diversity in nature and tell its stories. None more so than the staggeringly beautiful Biosphere Reserve coin series commemorating the Cape West Coast, and inspired by the global UNESCO Man and the Biosphere programme.

Two finely crafted 1/4 oz 24 carat gold coins and two highly detailed sterling-silver crowns showcase the biosphere reserve's unique beauty.

The first R2 1/4 oz gold coin features the great white pelican, greater flamingo, beautiful fynbos, the Elands Sourfig and the Chinkerinchee. The second R2 1/4 oz gold coin depicts the Black Harrier, Cape fox and a wine cup. The first R2 sterling-silver crown represents the 5.2 million year-old fossil remains of the African bear, African elephant, hunting hyenas, the short-necked giraffe and sand grouse. The second R2 sterling-silver crown depicts small

fishing boats, Swartland grain cultivation, cattle and sheep, and grapes and flowers. The common obverse shows the location of the biosphere reserve, the words 'South Africa' and the year '2016' together with a compass.

The new 2016 UNESCO Man and the Biosphere Cape West Coast Biosphere Reserve coin series is as diverse as the biosphere it depicts.



For further information and direct orders contact +27 (0)12 677 2482/2460 or email [numismatics@samint.co.za](mailto:numismatics@samint.co.za) or [coinworld@samint.co.za](mailto:coinworld@samint.co.za) [www.samint.co.za](http://www.samint.co.za)

