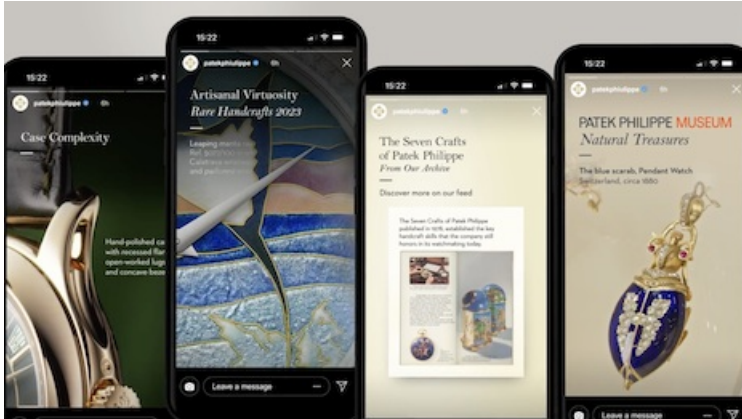


How did Patek Philippe build an Instagram following of nearly 2M in five years?

December 6, 2023



Patek Philippe navigated a tricky trade-off with its Instagram presence: how to let in light into its watchmaking process without diluting its mystique. Image: Patek Philippe, DLG

By LUXURY ROUNDTABLE INTELLIGENCE

The last major independent, family-owned Swiss watchmaker had its work cut out in 2018: how to launch and stand out on Instagram when all its competitors already had a presence on that platform?

This content is accessible only to members of Luxury Roundtable. We would love for you to become a member and enjoy the many benefits soon after. Please click here to enroll as a member of Luxury Roundtable. Already a member? Please log in.

MOST READ

1. [London faces millionaire exodus](#)
2. [Limited seats – register now for Luxury Outlook Summit 2024 New York Jan. 17](#)
3. [The India report: The new luxury hotspot](#)
4. [Headlines: Frédéric Malle, China, Louis Vuitton, Californization of Texas housing, Saks](#)
5. [Will the Chinese affluent consumer support luxury in 2024? FREE webinar Dec. 7](#)
6. [What factors sway millionaires in their global relocation migration?](#)
7. [Average travel retail spend per passenger in 2022 dropped 29pc: Kearney](#)
8. [FREE Webinar Dec. 13 at 11 a.m. ET: Luxury Outlook 2024: Up, Down or Flat?](#)
9. [Luxury, Gen AI and travel will lead uncertain fashion industry in 2024: report](#)
10. [Global luxury travel market, riding on experience wave, to reach \\$2.32 trillion by 2030](#)

