

# Where Luxury Meets Streetwear in a Timeless Collaboration



AUDEMARS PIGUET X 1017 ALYX 9SM

The iconic Royal Oak and Royal Oak Offshore get a bold, minimalist makeover in this groundbreaking partnership, blending Audemars Piguet’s watchmaking mastery with Matthew M. Williams’s streetwear edge.

When Audemars Piguet (AP) and Matthew M. Williams’s 1017 ALYX 9SM decided to join forces, the watch world buzzed with anticipation. The collaboration was first announced in Tokyo, with a focus on the Royal Oak and Royal Oak Offshore, AP’s iconic luxury watches, known for their distinctive octagonal bezel, exposed screws, and integrated metal bracelet, which redefined traditional watch design when it debuted in 1972.

The collection unveiled four distinct timepieces, each a testament to refined simplicity. The 37-mm and 41-mm Royal Oaks, both crafted in 18-karat yellow gold, feature vertically brushed golden dials paired with luminescent hands. The 41-mm variant stands out as a chronograph, its subdials elegantly floating without traditional chapter rings. The 42 mm-Royal Oak Offshores, available in yellow and white gold, boast integrated chronographs with flyback functions, maintaining the collection’s sleek design. A unique 41-mm, two-tone Royal Oak Chronograph,

with a black PVD-coated dial and gold accents, was auctioned for over \$1 million for a charity event raising money for underprivileged children, highlighting just how rare, and sought after, the collaboration was.

A defining feature of these watches is their minimalist aesthetic. Williams and AP stripped back the gold dials to their purest essence, showcasing elegant vertical satin finishing and three ultra-pared-down sub-dials. Notably, the face has no numbers or time notations, and instead, the design relies on the sub-dials—positioned at 3, 6, and 9—to orient the wearer. This ingenious simplicity emphasizes the vision for clean design and results in timeless monochrome pieces that marry refined aesthetics with advanced watchmaking. When asked about how he managed designing in a different form, Williams replied: “A collaboration like this allows for me to explore and extend my knowledge to another area of excellence.”

