

HOROLOGIRLS

WOMEN HYPING *WATCHMAKING*



Culture Flash



An emergence of enthusiasts are cutting through the once traditionally male-centric watchmaking world.

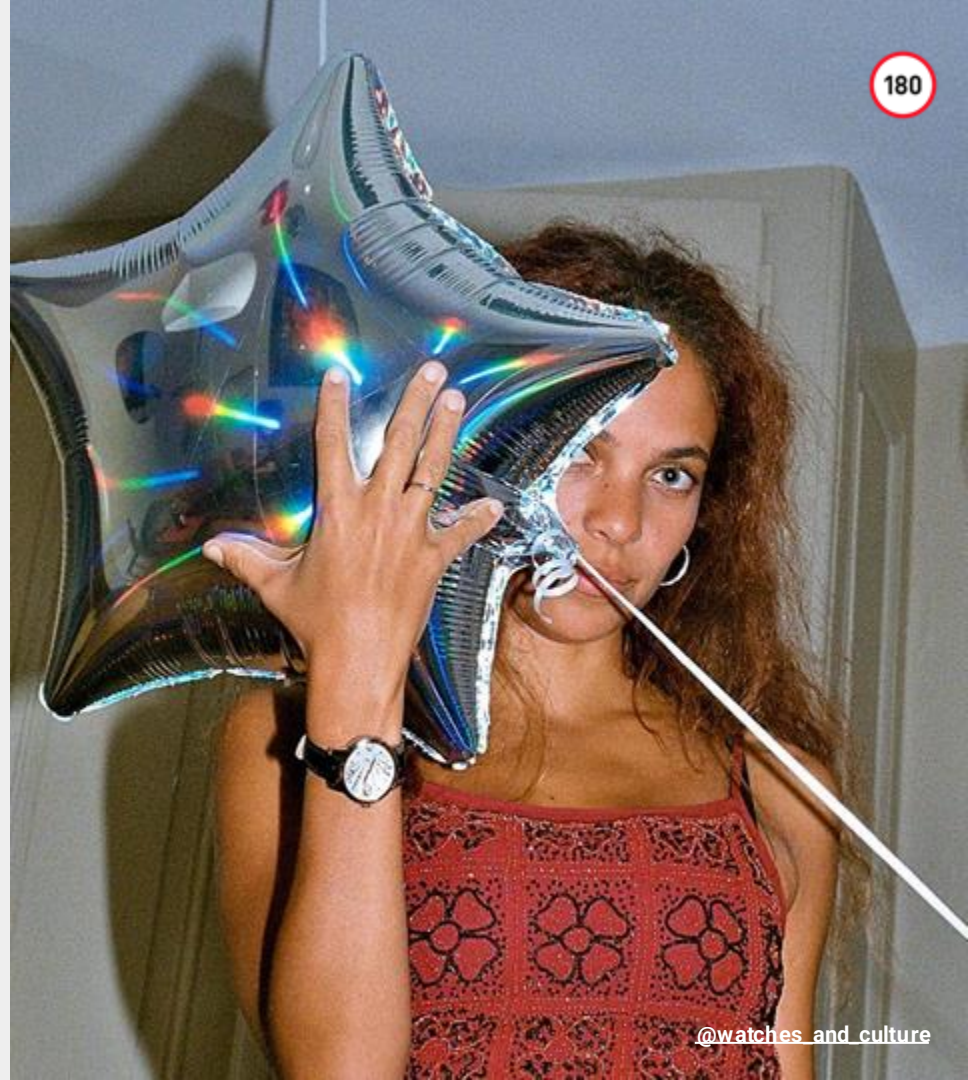
Over the last decade, high horology has become a more open and engaging realm for women-centric and youth audiences, who are unlocking their admiration for watches, and the craft and heritage behind it.

Fan interactions are evolving, with a more fluid fanbase bringing new ways of experiencing watches into digital spaces by exploring modern and creative techniques to surface the latest in luxury timepieces.

A wave of women, notably young hardcore specialists, are taking advantage of the democratized social media landscape to create new norms.

They're disrupting luxury watch tropes and subverting norms through fresh, timely content, putting the spotlight on female watchmaking and collecting.

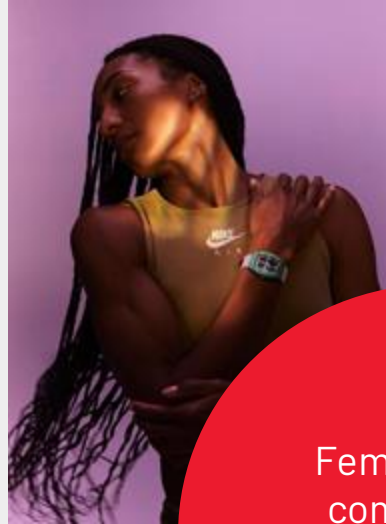
These new expressions are engaging and inspiring watch fans, generating an appetite for content geared towards women and setting new bars for brands to meet in their digital comms.



The Shift



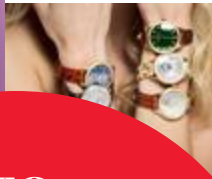
FROM
Watchmaking culture led by male narratives



At Watch Schools, Women Know It's Their Time

180

Female students may be outnumbered, but they are confident in class and convinced of ultimate success. After all, one said, both sexes "have the same ability to make a watch work."



TO
Female-driven communities influencing the watchmakers and collectors of tomorrow.



Women are buying more expensive watches than men says boss of luxury timepiece seller Watches of Switzerland

Breaking News Audemars Piguet Appoints Ilaria Resta As CEO To Replace F.H. Bennahmias

AP will be guided by a woman, coming from the fragrance industry.



From Dubai to Warsaw, Women Are Forming Their Own Watch Clubs

Undeniable growth in interest from women-centric spheres

>60% of all **TikTok** posts under **#womenswatches** were posted from May **2022** until now.

206K posts for **#womenwatch** on **Instagram**.

43% of the Swiss watchmaking workforce are **women**.*

From product searches to career opportunities in horology, women are igniting change online, and in the room.

Interest in #womenswatches on TikTok over the last three years shows a peak building from the start of 2022.



*NY Times, 2021.

KEY PLAYERS LEADING THE SHIFT

The Main Forces at Stake

1. BRANDS

A need to **connect** with women through less cliché campaigns, instead exploring **authentic and diverse representation**.



Richard Mille's latest women campaign and Bremont supporting Kristin Harila to be the first woman to climb the 14 Highest Peaks in the world.

2. INSIDERS

A rise of **takeovers** with more **C+ women** leading the way, setting a new standard inside the industry.



Such as Catherine Renier being Jaeger LeCoultre's first female CEO and Audemars Piguet's latest announcement naming Ilaria Resta as the brand's new CEO.

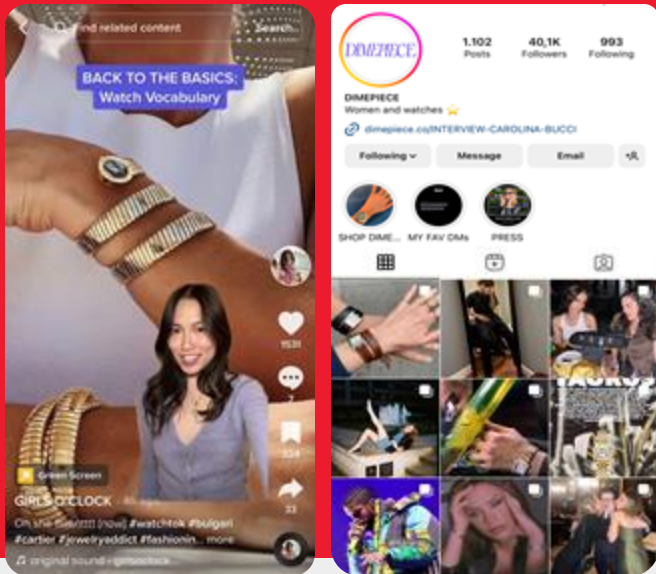
3. FANBASE

A more **demanding** audience that feels drawn to **new expressions** and seeks out **creativity** and **inclusivity**.



Watches and Culture bringing AI to create a new form of timely content and @dimepiece.co coming up with watch content around the horoscope.

Key Shifts. Subverting Fine Watch Content



Brynn Wallner, [@dimepiece.co](#) on Instagram, brings a new POV through unfiltered, fun posts and interacting with her followers.

Trang Trinh, [@girlso'clock](#) on TikTok, unveils celebrity watch collections and even educates her audience using Gen Z language.

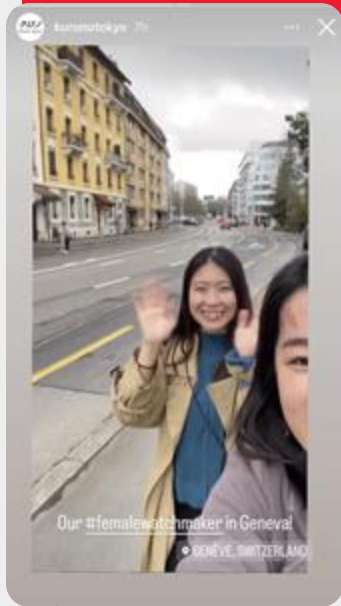
Female watch culture curators are unlocking new ways of experiencing watchmaking, capturing engagement with their communities through captivating, playful content.

Women are creating around watches in a candid, authentic way, using their own lexicon that connects with their audience. To enable understanding and education, they share watchmaking history stories through a pop culture lens.

How they treat and execute content is also aligned to timely social trends, using photo dumps, film photos, a 'clean' aesthetic, use of native features, etc.



Key Shifts. Subverting Digital Territories



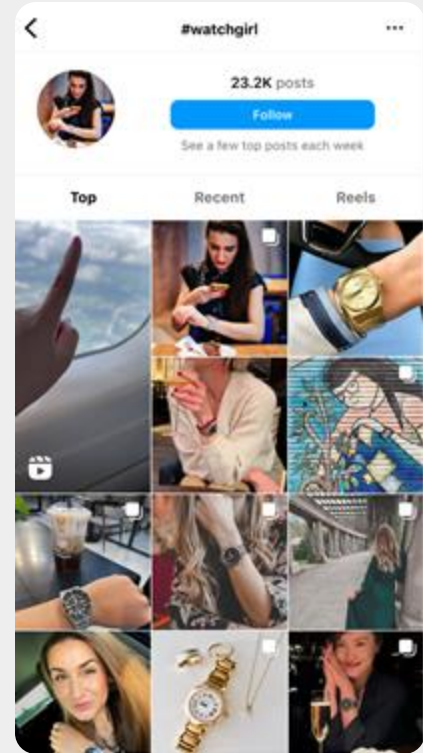
Women use hashtags during events such as Watches & Wonders to create noise.



Women-only watch hashtags are emerging not only as a way to label, but also to claim a space that builds and gathers niche communities from inside the industry.

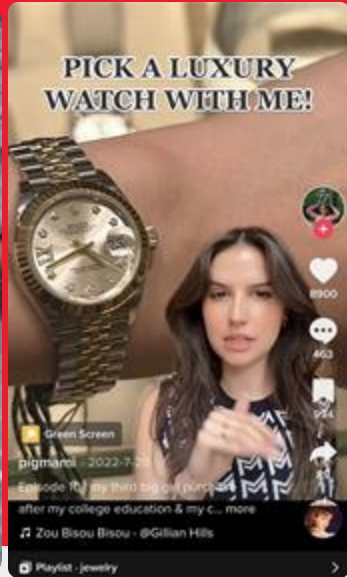
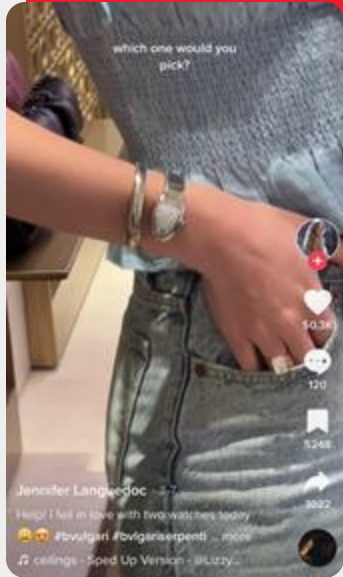
These community tags are ignited during key industry events, increasing the presence of women in key moments in the world of watches.

We also find hyper specific hashtags that regroup curated posts from specific backgrounds, creating multiple sisterhood spaces that respect singularities.



Classic watchmaking hashtags that label women-only posts

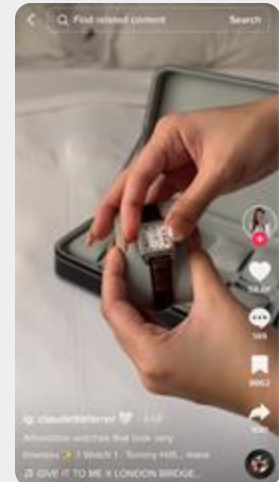
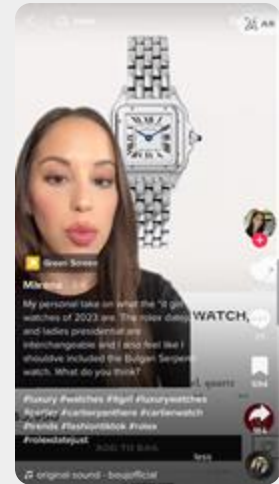
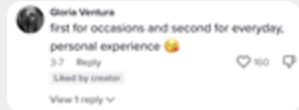
Key Shifts. Subverting Individualistic Decision Making



Women turn to social platforms during their watch buying process, inviting opinions that have the power to influence shopping decisions.

Women watch fanatics are at the heart of collaborative decision making happening across social, notably with TikTok. Content creators unveil their wish lists and options, asking followers for thoughts and exploring the many possibilities together.

As a result, fans rely and refer back to their favourite influencers in order to get inspiration for their own future watch purchase.



Key Shifts. Subverting Watchmaker Expectations



Designer, watchmaker and historian [Rebecca Struthers](#) posts high quality content focused on the craft and savoir-faire on her Instagram account to show a beautified POV.

Horologists and fine watch aficionados from non-traditional backgrounds are surfacing a more diverse facet of horology.

These women are striving to display, and influence, brands to adopt and reflect the new reality of watchmaking that is shifting away from a white- male dominated world.

From highly skilled and trained watch world veterans to very young watch fans, these new players create avenues into watch culture that center around their journey, and inspire more inclusive horology narratives.



11-year-old Genovese creator, [@watch_it_with_amandine](#), is sharing her way into watchmaking.

Key Shifts. Subverting Branded Digital Activations

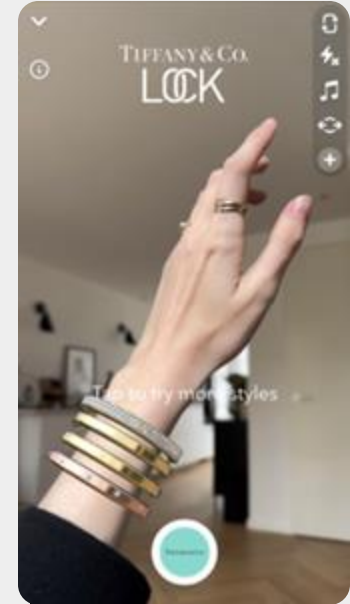
Cartier released a Snapchat filter using the platform's newest ray-tracing technology to unlock high quality and amplified try-ons.



Hard luxe brands are launching augmented experiences using technology to engage women in deeper, immersive and innovative digital activations.

Brands are revisiting virtual try-on experiences, focusing on female-centric, gamified tactics that deepen understanding through play. Weaving in notes on heritage taps into an emerging appreciation for craft within this segment.

This demonstrates small, but exciting, steps taken by brands to serve up innovative experiences that invite women into horolo-verse.



Tiffany & Co's Lock Snap filter with an AR lens on Snapchat.

Key Shifts. Subverting Traditional Watch Styling



Surprising, unconventional watch styling is inspiring new modern watch collectors to find their own style.

Female watches are being styled through bolder aesthetics that don't adhere to previous watch norms. From pairing BDSM-style jewellery, incorporating timepieces into clothing, bold styling that contrasts with the dainty timepieces, wearing them over the sleeve or double wrist it to make a statement.

Women are proving there is no right way to wear a watch, giving permission to new enthusiasts to style and flaunt timepieces however they choose.



CHEAT SHEET

In Short, women are *subverting*...



FINE WATCH CONTENT
through playful, captivating and edutainment content



DIGITAL TERRITORIES
using hashtags to launch female watch communities



INDIVIDUALISTIC DECISION MAKING
enabling collaborative purchase decisions within social platforms



WATCHMAKER EXPECTATIONS
with their unique journeys and diverse backgrounds



BRANDED DIGITAL ACTIVATIONS
using the latest technology to spark female focused innovations



TRADITIONAL WATCH STYLING
through bold, unapologetic styling choices

Opportunities for Brands

01

ROLES

Elevate authentically internal female roles for stronger representation as well as increase owned comms on women in watchmaking to engage this valuable community.

02

COLLAB

Collaborate with female protagonists, not only to spark engaging comms, but to invite them into the watchmaking process to drive authentic change, from the inside out.

03

TRENDY

Explore hot, trending digital behaviours that leverage the latest technologies to engage women audiences in more immersive and playful experiences with the brand.

04

COMMUNITY

Create and accelerate digital women-centric spaces from hashtags to dedicated content hubs, for female audiences to have a curated platform that deepens their interest.



The World As It Could Be

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Every day, our **180 Social** team observes and analyses online communities.

Using a blend of social listening tools and qualitative / coolhunting approaches, in order to enrich analysis for brands & organisations.

We monitor rising trends & behaviors, and identify rising KOLs / KOCs within specific tribes.

Get in touch if you want to know more about our methodologies: [180 Global](#)

Any questions or comments about this Culture Flash series? Reach out to: laetitia.viskovic@180amsterdam.com