

*Elements*  
*by Denis Hayoun*

*Water*

CHOPARD Haute Joaillerie Collection

ELEMENTS BY DENIS HAYOUN



Behind the camera: Denis Hayoun

In the middle of the tripods, the cables and lenses, a decor constructs itself, as an atmosphere installs, little by little, the games of light draw around a TOURBILLON SQUELETTE, the universe of Denis Hayoun.

The facets of the diamonds sparkle in the light of the spotlights... flash... flash... the helpers agitate the silvery reflectors. The model is in place, the photographer plays with the lighting so that the **Golconde** recovers the dignity of its noble source. He adjusts his lense, he searches for the angle that will make the light of the stones spring and vibrate the color of the elements.....

"Incline the face" "look for the light of your look" the reflector stands or gets settled, the flashes follow each other.... Such as a chief of orchestra, he directs his small world in order to retranscribe a scenography of which he only holds the secret.

From Rue Diorama in Geneva, Denis Hayoun reigns on **Diode**, the studio that he created in 2005. Photographer of talent, he has the "eye", the major watchmaking and jewelry brands were not mistaken when confiding him with their creations.

Creative technician, specialized in "still photography" as it's called in the industry. Denis enlivens objects and transmits emotions through his pictures.

In 2009 Denis was awarded the special "Photography Award" for his interpretation of watch brand Roman Jérôme. The same year he also won the first prize for the Best Advertising Campaign for watch brand MARVIN.

Never stopping to discover the next innovation in design and always cutting edge, his idea proven right in this industry and this is why Swiss Made DELUXE magazine is proud to bring you a look at and through Denis Hayoun's eyes.

#### CREDITS

Denis Hayoun - Studio Diode - [www.diode.ch](http://www.diode.ch)  
Photographer assistant/camera: Claudine Garcia  
Still-Life retouch: Estelle Reiland  
Life Style retouch: Stéphanie (S&H) - [www.alimage.com](http://www.alimage.com)  
Model: Sarah D. @ KAIZEN models  
Hair & Make up: Francis Ases  
Producer: Sherry Williams



AUDEMARS PIGUET - Royal Oak Offshore Diver

AUDEMARS PIGUET - Royal Oak Offshore Carbon with diamonds setting



*Earth*

de GRISOGONO - Boule Watch S08, CHF 122'000.-  
CARTIER - Mandala diamond earrings, price on request



ARTYA - Unique Piece Coup de foudre 500 000 Volts, CHF 6'200.-



LONGINES - Lindbergh's Atlantic Voyage Watch  
VICTORINOX - Chrono Classic Lady Diamond



*Air*

CARTIER - Mandala necklace, Chandeller earrings (4.74 carats), diamond bracelet (5.57 carats)



JAEGER-LeCOULTRE - Reverso Squadra Lady, CHF 96'2000.-



TISSOT - Glam Sport collection  
MILUS - Zetios Chronograph Joaillerie (1.14 carats)



*Fire*

de GRISOGONO - Lipstick CY S08 watch, CHF 62'800.-  
de GRISOGONO - earrings ref. 10521/9, CHF 21'500.-



LOUIS MOINET - Jules Verne collection, Instrument N.2, CHF 20'900.-



TISSOT - Sailing Touch  
EBERHARD & CO - Tazio Nuvolari Edition Limitée Grand Prix en Or