

EVENTS/CAUSES

## Chopard speeds into Monaco for classic auto race

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*Chopard's Grand Prix de Monaco Historique Chrono watch*

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By STAFF REPORTS

Swiss jeweler Chopard is reprising its role as the official timekeeper of the Grand Prix de Monaco Historique as the race celebrates its 10th edition.

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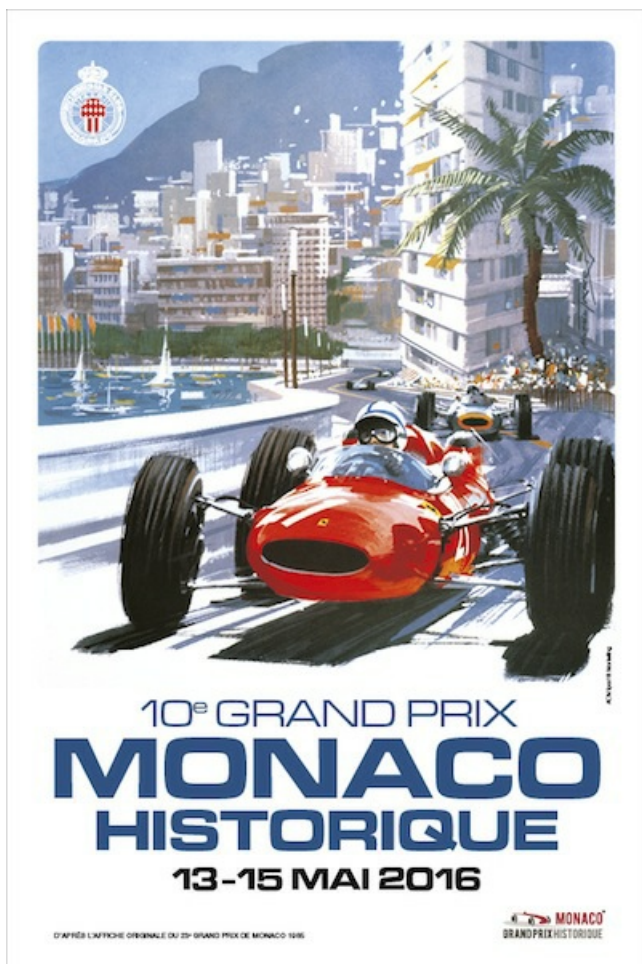
Held every two years, the Grand Prix de Monaco Historique gathers vintage car aficionados in Monaco for a racing showcase along the Formula 1 circuit, featuring models from the pre-World Wars era to 1976. Involved in the event since 2002, Chopard is sharing its participation with consumers through an email that doubles as a marketing push for the commemorative timepiece created for the Grand Prix de Monaco Historique.

### Classic racing

The Grand Prix de Monaco aligns with the Cannes Film Festival, where Chopard is an official sponsor. The jeweler is also behind the Palme d'Or trophy awarded during the festival and is known for its red carpet jewelry dressing ([see story](#)).

Given Chopard's deep involvement with Cannes, the Grand Prix de Monaco takes a back seat on social media, but the email blast may entice interest from male consumers who are not interested in the film festival's happenings.

Chopard's email gives an overview of the Grand Prix de Monaco Historique to set the stage of the limited-edition timepiece the jeweler creates to celebrate the biennial automotive event.



*Grand Prix de Monaco Historique poster*

From the email, consumers can either navigate to explore the GPMH timepiece collection or visit Chopard's Classic Racing Tumblr account to experience "the adrenaline" of the Grand Prix May 13-15 through content updates.

Chopard launched its Tumblr in May 2014 to strengthening its association to automobile racing. The jeweler uses the account to explore an array of its racing watches offset with imagery of classic and modern racing automobiles ([see story](#)).

The Grand Prix de Monaco Historique collection includes nine timepieces in total. Chopard's watches range in price from \$5,570 to \$11,590 with its automatic, power control and chrono timepieces being represented.



*Chopard's Grand Prix de Monaco Historique Chrono*

All of the watches in the collection mix titanium and steel for the case, inspired by classic racecars from the 1970s. Each watch has a snail grey dial and yellow racing ring to "evoke speed." On the caseback, the watches are engraved with the logo of the Monaco Automobile Club.