

JEWELRY

Panerai dives into brand history through Florentine exhibit

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Panerai's Dive Into Time exhibit

By STAFF REPORTS

Richemont's Officine Panerai is reflecting on its past and giving a glimpse at its future in an exhibit at Museo Marino Marini in Florence.

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"Panerai Dive Into Time" is running from May 18-21, with 10,800 square meters of exhibit space showing never before shown archival pieces, as well as a first look at the newest models from the brand. While it is important for heritage brands to look back on their history, museum exhibits can also provide a space to reaffirm their relevancy today and tomorrow.

Heritage submersion

Panerai's exhibit will feature some of the first instruments the Panerai family made at the beginning of the 1900s. It will also highlight timepieces constructed for the Royal Italian Navy in the 1930s through the 1950s.



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The timepiece manufacturer will also spotlight the 20-year period since it was acquired by conglomerate Richemont.

A selection of new models, including the Luminor Due collection, will have their world preview at the exhibit, ushering in Panerai's next chapter.



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Leading up to the exhibit, Panerai shared short videos and facts about some of its most notable watches from its 156-year-old history.

Retrospectives offer a chance for brands to open their archives, giving fans additional insight into designs produced today.

For instance, French leather goods house Louis Vuitton retraced its steps in a recent retrospective at Paris' Grand Palais.

The site of the exhibit itself held a special place in Louis Vuitton's history, as the brand's luggage and bags were showcased there during the Universal Exhibitions in 1900. Titled "Volez, Voguez, Voyagez," this homecoming of sorts added another layer to Louis Vuitton's celebration of its travel heritage ([see story](#)).

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