

JEWELRY

## Tag Heuer defies gravity through aviation partnership

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*S3 plane*

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By STAFF REPORTS

Swiss watchmaker Tag Heuer is helping civilians get a feel for zero gravity through a partnership with S3 Swiss Space Systems aerospace program.

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An Airbus A340-300 featuring a Tag Heuer livery will be traveling the world, offering S3 ZeroG flights starting around \$3,000. With this collaboration, Tag Heuer will become a part of many individuals' memorable experiences, a reflection of its desire to provide accessibly luxury.

### Flying high

The first S3 ZeroG flights will take place in Switzerland this September, traveling later to the United Arab Emirates, Asia and North America.

Specially configured A340s boast flight plans that are as adaptable as a private jet. These planes are capable of traveling at a low altitude just shy of 1,000 feet.

Those who partake will be asked to remove their watches, jewelry and other valuables, leaving them behind on the ground. As they put on special gear, one of their accessories will be the specially created S3 watches, which functions as their boarding passes.

The black chronographs with quartz movement have a black rubber strap stamped with the S3 logo. Documenting the experience, the case back includes an engraving showing the plane's 45-degree curve, and the watch face has the S3 logo in the 6 position and 25 seconds outlined in red, marking the time passengers spend in weightlessness.



### *Tag Heuer's S3 watch*

During the 90-minute flight, 15 sharp rises and falls result in the loss of gravity's pull.

Tag Heuer says it was the first Swiss watch in space, as John Glenn wore a timepiece by the brand aboard the Friendship 7 rocket in 1962.

Other entities within Tag Heuer's parent company LVMH are marking their place in the aerospace world.

Mot Hennessy is expressing its "pioneering spirit" as the official partner of the Solar Impulse project, which is planning to make the first flight around the world to use only solar power.

In 2015, a Solar Impulse prototype, SI2, took off on an eleven-stop trip touring the globe. In addition to celebrating innovation within the wine and spirit houses, this enables Mot Hennessy to bring its green efforts to the forefront ([see story](#)).

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