

JEWELRY

Purdey, Panerai team for big game-themed timepiece series

November 16, 2016



Purdey, fall/winter 2016

By STAFF REPORTS

British gunsmith James Purdey & Sons is keeping the shoot on time in a collaboration with Richemont-owned watchmaker Officine Panerai.

Subscribe to **Luxury Daily**
Plus: just released
State of Luxury 2018 **Save \$246 ▶**

Together the brands have created a limited-edition collection of timepieces available at Purdey's Mayfair, London boutique and on the gunsmith's Web site on Nov. 17. There is no limit to luxury brand collaborations with so many houses sharing a focus on excellence, quality and innovation.

Big Five o'clock

The collaboration brings Purdey aesthetic and Panerai tradition to the watchmaker's Luminor 1950 Sealand timepiece. This particular watch combines high-technical skill and Panerai's knowledge and experience of fine horology.

Panerai then handed the timepieces over to Purdey's skilled craftsmen to be engraved. Similar to the time spent on a Purdey gun or rifle, the engraving of each watch required more than a week of work.

The watches are forged of AISI 316L stainless steel, a metal that is corrosion resistant, anti-magnetic and has hypo-allergenic qualities. The watches are fitted with a P.9000 calibre.

Engravings of the Panerai for Purdey timepiece collection include the "Big Five" game animals: lion, leopard, buffalo, elephant and rhino. Purdey's engravers first draw a temporary outline of the animal in either powdered chalk or magnesium powder before engraving with a burin.



Depth is given to the designs by very thin parallel lines to contrast between light and dark areas of the engraving. The outer edge of the watch includes a gold inlay featuring a pattern inspired by African artwork.

The straps of the Panerai for Purdey collection, a numbered series of 80, is made of water resistant calf leather due to its smooth finish and flexibility.

Upon purchase, Panerai for Purdey watches are presented in a pear tree wood box with accompanying tools and a black rubber strap. Each watch in the collection retails for £20,500, or \$25,533 at current exchange.



Purdey's business extends beyond its sporting apparel and equipment to boast total lifestyle.

For example, British gunsmith James Purdey & Sons is complementing discerning sportsmen's weekend getaways with the introduction of a luggage collection.

Alongside gunsmithing, James Purdey, the brand's founder, was in the business of crafting fine travel goods intended to accommodate his bespoke guns and rifles. Purdey's new luggage collection follows in this tradition and sets out to offer gun owners all the needed accessories for sport shooting ([see story](#)).

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.