

JEWELRY

Tag Heuer reminisces on 150-year history in global exhibition

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Tag Heuer's Globetrotter exhibition will host 400 watches in 10 cities. Image credit: Tag Heuer

By DANNY PARISI

Swiss watchmaker Tag Heuer is celebrating its 150th anniversary with a two-week, 10 city exhibition showcasing some of the LVMH-owned brand's classic designs and models.

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Tag Heuer's "Globetrotter" exhibition will run from Sept. 16-22, stopping in different markets where the watchmaker has a retail presence. Globetrotter is a part of Tag Heuer's larger strategy of embracing its history as a legacy brand and leveraging that heritage to attract new customers.

Globetrotter

Tag Heuer is dipping into the deep well of its own history for the new Globetrotter campaign.

This campaign sees the watchmaker opening exhibitions in 10 cities around the world, each one showcasing some of its most iconic designs from over the decades.

The 10 cities participating in the Globetrotter exhibition are Paris, Geneva, Munich, Venice, Italy, Dubai, United Arab Emirates, Singapore, Hong Kong, Sydney, Tokyo and Miami.

Due to damage from Hurricane Irma, the Miami exhibition is postponed and will be held at a later date once the city has had time to recover.



Tag Heuer Globetrotter. Image credit: Tag Heuer

Each exhibition will focus on a different aspect of Tag Heuer's history. For example, Paris will host classic Tag Heuer watches, Munich will show an exhibition on the watchmaker's military watches and Dubai will see a collection of Tag Heuer's sailing and diving watches.

Altogether, the exhibition will showcase 400 timepieces sourced from a variety of locations, including private collections, museums and from Tag Heuer's own vaults.

Tag Heuer has created a robust social media campaign to promote Globetrotter, including Instagram posts and videos to drum up attention for the campaign.

History lesson

Tag Heuer is no stranger to going back to its own roots as a source for marketing potential.

The watchmaker flexed its artistic muscles with a poetic visual tribute to its honorary chairman in a directorial debut from someone special to the brand amidst a limited-edition release.

Actor, race car driver and ambassador for Tag Heuer, Patrick Dempsey, is showing his and the brand's appreciation for Jack Heuer with a film that honors his contributions to the brand's legacy. "To Jack" was previewed at Baselworld in Basel, Switzerland along with the 55th Anniversary Special-Edition Autavia, but then aired in its entirety on Tag Heuer's social media platforms in the following days ([see story](#)).

Most recently, Tag Heuer has been leaning into its partnerships with various sports leagues as another source of content.



Geneva will host some of Tag Heuer's more inventive designs. Image credit: Tag Heuer

Tag Heuer is continuing its commitment to sports by following three young footballers from London as they attempt to break through into the high-stakes world of professional soccer.

The three-part video series is filmed in a documentary style, following the three men as they make their way to the prestigious Leipzig Academy in hopes of a successful soccer career, capturing their struggle with their talent along the way. Tag Heuer has made sports one of its most prominent sponsorships, especially when it comes to soccer ([see story](#)).

With Globetrotter, Tag Heuer is now using the history it has built up over more than a century as a way of both celebrating the past and looking forward to the new designs it will create in the future.

With 400 watches across 10 cities, Tag Heuer has created an ambitious tribute to its own history.

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