

AUTOMOTIVE

Parmigiani Fleurier releases watch adaptation of Bugatti's \$3M Chiron

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The Bugatti Type 390 is modeled after the Bugatti Chiron. Image credit: Parmigiani Fleurier

By DANNY PARISI

In celebration of French automaker Bugatti's new \$3 million model, Swiss watchmaker Parmigiani Fleurier is releasing its own high-performance product, the Bugatti Type 390 watch, to coincide with the release of the new vehicle.

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Bugatti's Chiron is the latest supercar from the auto manufacturer and comes with an impressive list of specs. Parmigiani is hoping to capture the attention of some of Bugatti's enthusiastic customers by releasing a commemorative watch that is meant to act as a companion to the car itself.

Watch and car

For car enthusiasts, the release of a new, highly-anticipated sports car is a significant event.

As one of the more performance-oriented luxury auto makers, Bugatti has created a consumer car, the Bugatti Chiron, that boasts some incredibly impressive specifications.

For one, the car can apparently reach up to 260 miles per hour and needs only about 30 seconds to reach that top speed.

One of the new things Bugatti is trying with the release of the Chiron is collaboration with Parmigiani for a watch that is billed as almost an adaptation of the car into watch form.



The Bugatti Chiron. Image credit: Bugatti

The Bugatti Type 390 is a high-end watch inspired by the industrial yet clean lines of the Chiron with a unique design meant to mimic the car's appearance.

Similar to the Chiron, which is selling for \$3 million, the Type 390 has a considerable price tag, coming in at just under \$300,000.

The watch has a tubular design with an additional face on the side so that customers can see the time on the watch while driving.

Collaborations

Bugatti is no stranger to collaborating with other luxury brands across categories.

The brand demonstrated the pull automakers have in the yachting industry with a limited-edition vessel to start off its partnership with yacht manufacturer Palmer Johnson.

Bugatti is revisiting the water with the Bugatti Niniette 66, a new yacht built in partnership with Palmer Johnson. The boat will be the first in a series of new yachts from the two, and will help Bugatti stay in competition with other automakers that are doing the same ([see story](#)).

Additionally, last year Giorgio Armani and Bugatti teamed up to dress the man who seeks luxury in all areas of his life.

The first collaboration between the two brands featured small leather goods and apparel in colorways and designs that reflect the automaker's aesthetic. Launched for fall/winter 2016, this collection enabled both partners to draw on their shared passion for quality and craftsmanship ([see story](#)).



The Bugatti Chiron. Image credit: Bugatti

Parmigiani has been fairly quiet recently. Its most recent campaign saw the brand inviting consumers inside its founder's mind as it explores the inspirations behind his first timepiece.

The brand's Toric Chronometre is a modernized recreation of Michel Parmigiani's debut timepiece crafted about two decades ago. Introducing the watches that first premiered during SIHH earlier this year to a digital audience, Parmigiani has created an interactive platform that focuses on the varied influences that shaped the design ([see story](#)).

With the Type 390, Parmigiani is looking to capitalize on the intersection between car lovers and watch enthusiasts,

an overlap that is rife with customers with a taste for luxury goods powered by high-end engineering.

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