

WATCHES AND JEWELRY

Panerai brings collectible timepiece to ecommerce

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Panerai Bronzo timepiece. Image courtesy of Panerai

By STAFF REPORTS

Italian watchmaker Officine Panerai is expanding the availability of its Bronzo timepiece beyond a select few top clients with an ecommerce launch.

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Previously, the collectible watch was not available to the public, with Panerai reserving it for its most loyal customers. Now, through a collection available at the brand's boutiques, WeChat store and ecommerce site, the Panerai Bronzo is becoming more accessible, reflecting the growing move towards inclusivity in luxury.

Public release

Panerai first made a bronze diving watch in 2011. The metal develops a patina over time, giving each watch a unique look.

Now, the watch is being made into a collection. The Panerai Bronzo watches are water resistant up to 984 feet, and wearers can use the watch to time their dives.

For underwater use, the markings on the watch face are visible in the dark.

The watch comes with both a leather and a green rubber strap, which can be changed out depending on the wearer's activities.

[View this post on Instagram](#)

Revealing the new Panerai Submersible Bronzo. Made for modern heroes. Discover it in the link in Bio. #Panerai
#PaneraiBronzo #PaneraiWatches #Sportwatch #Laboratoriodiidee #Submersible #PaneraiSubmersible

A post shared by Panerai (@panerai) on Mar 19, 2019 at 6:31am PDT

Instagram post from Panerai

Following the first launch on March 19, Panerai will be releasing five pieces per quarter.

Officine Panerai entered ecommerce with its first-ever online boutique in the United States market in 2015.

Panerai's online storefront enables consumers to shop the brand's timepieces and accessories as well as get information about the brand's collections. Operating ecommerce will enable Panerai to reach more American consumers directly than it currently can through its existing network of boutiques ([see story](#)).

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