

WATCHES AND JEWELRY

## Porsche Design, matching bespoke capability for cars, to enable 1.5M design options for wristwatches

July 1, 2020



*Porsche Design will let consumers customize their watches the way they customize Porsche cars, from trim to color and everything in between. Image courtesy of Porsche Design*

By LUXURY DAILY NEWS SERVICE

Porsche Design is taking a page from sports car factories and letting consumers select from more than 1.5 million design configurations to create custom timepieces to match their vehicle.

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The project took six years from the launch of Porsche Design Timepieces AG in Solothurn, Switzerland to make the effort live, taking it a step ahead of the already-established Porsche Club and Porsche Design for Porsche watch projects.

"To make this dream a reality, we are taking the established concept of Swiss watchmaking and, working with the best suppliers in the region, moving it on to the next level," said Rolf Bergmann, managing director of Porsche Design Timepieces AG, Solothurn, in a statement.



*Porsche Design online watch configurator. Image courtesy of Porsche Design*

Hands on

Porsche has roots in watchmaking.

Ferdinand Alexander Porsche, creator of the Porsche 911, in 1972 designed the Chronograph 1, the world's first

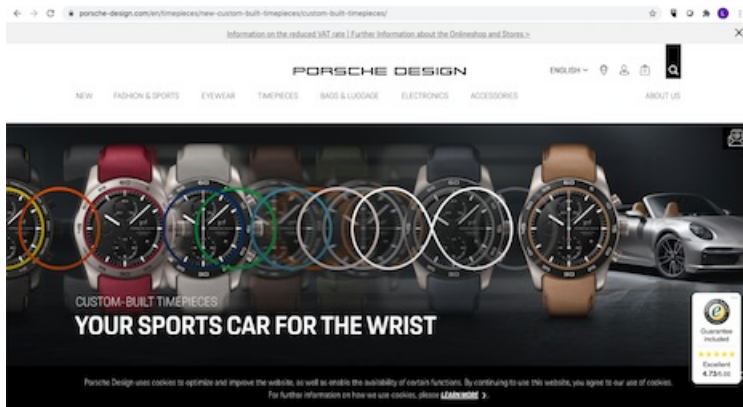
matte-black wristwatch, followed by the first titanium piece in 1980.

Now, the automaker's retail and design arm has created the first series production wristwatch that can be customized right down to the movement.

Porsche Design developed an **Internet-based watch configurator** based on the Porsche 911 car configurator.

The colors, types of leather, decorative stitching and rotors all originate from automotive production and the current Porsche 911 generation, the company said.

And just like the car configurator, the watch is digitally visualized down to the smallest details and configuration selections depicted in real time.



*Porsche Design calls this new bespoke watchmaking "your sports car for the wrist." Image credit: Porsche Design*

The new Porsche Design custom-built Timepieces program launches July 1 in Germany, followed by the United Kingdom and the United States Sept. 1 at all participating Porsche dealerships.

The English version of the Internet Timepieces Configurator will also be available in September.

"No other car manufacturer or watch brand currently offers a program of this kind," said Jan Becker, CEO of Porsche Design Group, in a statement.

"The colors, types of leather and decorative stitching on these chronographs all originate from automotive production," he said.