

AUTOMOTIVE

Aston Martin teases Girard-Perregaux collaboration ahead of F1 return

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Aston Martin has announced Swiss watchmaker Girard-Perregaux as its official watch partner. Image courtesy of Aston Martin

By KATIE TAMOLA

British automaker Aston Martin has announced Swiss watchmaker Girard-Perregaux as its official watch partner, commemorating the marque's return to Formula 1 racing after more than 60 years.

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The two luxury brands will partner to craft limited-edition timepieces, with Girard-Perregaux branding featured on the Aston Martin Cognizant Formula 1 team car. The first timepiece from the partnership will be released later this year.

"The partnership will of course be cemented by actual limited-edition timepieces, which is special and will become collectors items, but goes beyond just product," said Donnie Pacheco, founder of **Donnie P. Consulting**, Seattle. "It will allow Aston Martin to have a presence on the Girard-Perregaux site and other places they advertise, and Girard-Perregaux to now be front and center at Formula 1 events.

"There is a lot of crossover in the target demographics for both sectors and is a natural fit for watch brands because precision timing is part of the sport," he said. "It also affords watch brands the opportunity to go beyond simply placing their name on an event as an advertising opportunity and really showcase the craftsmanship and complications of their timepieces."

Racing with time

Aston Martin announced the partnership with a suspenseful 43-second short film. The film opens with a closeup of a black, sleek vehicle from the British automaker.

The vehicle then races across a bridge, through the woods and into a city. A man dressed surreptitiously in a black sweatshirt exits the vehicle, entering the building with a group of people wearing the same sweatshirt.

Aston Martin and Girard-Perregaux team up in a fast-paced short film to highlight their partnership.

On the back of each sweatshirt rests the Girard-Perregaux logo. Once the group reaches the roof of the building, members assemble a collection of lights that form a larger, illuminated version of the watchmaker's logo.

The short film's fast pace and cinematic nature encapsulates the partnership the group utilizes both products in order to have them mutually shine. Using the Aston Martin vehicle to race to and from a location to project the Girard-Perregaux logo represents the marriage of racing and time reflected in Formula 1 racing.

Aston Martin vehicles, specifically the DBR1, a car made for competitive racing, are known for sleek and attractive aesthetic features. Girard-Perregaux is a watchmaker also known for the sleek and attractive aesthetics of its products.

"The real beauty of partnerships such as this one is that, although we share very similar core values, the two brands can learn a great deal from one another," said Tobias Moers, CEO of Aston Martin Lagonda, in a statement. "Girard-Perregaux is a prolific innovator in the use of materials and new technology.



In a short film announcing the partnership, members assemble a collection of lights that form a large, illuminated version of the Girard-Perregaux logo. Image courtesy of Aston Martin

"We both create highly desirable luxury products that are beautifully designed, deliver a powerful performance and exhibit flawless execution," he said.

Girard-Perregaux branding will feature on the Aston Martin Cognizant Formula 1 team cars at the start of the 2021 F1 season in Bahrain, and the first timepiece from the collaboration will be released later this year.

Connecting time and speed

Luxury brands continue to seek and form meaningful collaborations that will entice consumers. This includes other luxury automotive and luxury watch brands forming partnerships.

Swiss watchmaker Tag Heuer and German automaker Porsche are collaborating on a new watch collection built on the brand's shared history. Tag Heuer and Porsche are highlighting the similarities in their core values, including respect for their roots, sleek designs and commitment to technological innovation ([see story](#)).

German automaker Porsche gave buyers of its 2018 911 Turbo S Exclusive Series Coupe the chance to accessorize in the same style as the car. With a starting price of \$257,500, the model limited to 500 units marked the first time that Porsche offered owners the chance to have a chronograph created to the same specifications as their vehicle ([see story](#)).

Utilizing the kind of storytelling present in this short film, brands continue to grab the attention of consumers.

"The film is very effective in that it ties the brands together in a clever way without being a hard sell," Mr. Pacheco said. "It is also unique in that it clearly states and focuses on both brands but does not show a watch or the resulting product from the collaboration, so it works as an announcement of the partnership and a teaser of what is to come."