

WATCHES AND JEWELRY

Aston Martin, Girard-Perregaux merge performance, craftsmanship in collaborative timepiece

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The two brands have released their first timepiece after announcing the partnership in February. Image credit: Aston Martin

By NORA HOWE

British automaker Aston Martin and Swiss watchmaker Girard-Perregaux have unveiled the first exclusive timepiece born out of their recently announced partnership.

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The "Tourbillon with Three Flying Bridges Aston Martin Edition" watch aims to combine the watchmaking savoir-faire of the Swiss brand and Aston Martin's understanding of luxury and performance. The new model celebrates Girard-Perregaux's 19th century "Three Bridges" pocket watch with a contemporary spin.

"Collaborations are a pillar of classic luxury marketing," said Chris Ramey, CEO of [Affluent Insights](#), Palm Beach, Florida. "Brands drive desire, value and margins."

"Racing is at the heart of Aston Martin and all sports cars, so, by their very nature, they have a special relationship with time," he said. "This collaboration will drive Girard-Perregaux's clients to Aston Martin and vice versa."

Flying bridges

Earlier this year, Aston Martin announced the collaboration with Girard-Perregaux, commemorating the marque's return to Formula 1 racing after more than 60 years.

The Aston Martin Cognizant Formula 1 team made its race debut in Bahrain in March, marking the automaker's return to top-flight single-seater competition. As part of their partnership, Girard-Perregaux branding was featured on the Aston Martin team car ([see story](#)).

Both brands demonstrate a passion for refined craftsmanship and have been working together in sharing their understanding of design, materials and technology.

The watch is Aston Martin and Girard-Perregaux's first joint product since announcing their partnership in February.

For the first time, the new watch features a black calf leather strap using rubber alloy, an innovative rubber insert

injected with white gold. The design of the strap is intended to evoke thoughts of Aston Martin racing cars of the past. The 44 millimeter case of the timepiece is formed from Grade 5 titanium a strong, hypoallergenic alloy selected by Aston Martin for its lightweight properties. It is suffused with black diamond-like carbon (DLC).

A sapphire crystal box is positioned on the front and back of the piece, inviting light to illuminate the case interior, increasing readability. Without a mainplate, the movement sits between both panes of sapphire crystal, creating the illusion that it flies through the air a characteristic that led to the name "Flying Bridges."

Three bridges, a signature of Girard-Perregaux, span the dial and are formed of titanium with black physical vapor deposition (PVD) treatment and polished angles.

Positioned in the lower portion of the dial, the tourbillon's cage is lyre-shaped, a characteristic found on Girard-Perregaux's tourbillons dating back to the 19th century. Hoping to mitigate energy consumption, the 10 millimeter cage is composed of 79 components which collectively weigh 0.25 grams.

A white gold micro-rotor, positioned beneath the barrel, energizes the mainspring and grants unobstructed views of the movement. Aston Martin's name is engraved on the vertical flank of the micro-rotor and is filled with white luminescent treatment which appears blue in restricted light.

The indexes and hands are also treated with white luminescent treatment and emit a blue glow in dim light.



The Tourbillon with Three Flying Bridges Aston Martin Edition. Image credit: Aston Martin

Limited to only 18 pieces, the "Tourbillon with Three Flying Bridges Aston Martin Edition" is now available worldwide in all authorized Girard-Perregaux retailers. The piece retails for \$146,000.

Time for speed

Collaborations between automakers and watchmakers have aimed to engage luxury consumers with innovative design and technology.

British automaker McLaren and Swiss watchmaker Richard Mille have partnered since 2016, but earlier this month unveiled the RM 40-01 Automatic Tourbillon McLaren Speedtail, inspired by McLaren's Speedtail hypercar.

Both the Speedtail hypercar and timepiece are ultra-exclusive, with both the vehicle and watch limited to 106 pieces. McLaren's Speedtail production models cost \$2.3 million, more than double the \$1 million price tag for the inspired-Richard Mille timepiece ([see story](#)).

German automaker Porsche and Swiss watchmaker Tag Heuer collaborated on a new watch collection built on the brands' shared history, highlighting the similarities in their core values, including respect for their roots, sleek designs and commitment to technological innovation.

The new Tag Heuer Carrera Porsche Chronograph is the first product released in the collaboration, and features Porsche's engraved inscription on the bezel and features the colors red, black and grey, which are colors

historically connected to both brands ([see story](#)).

"Luxury brands attract affluent consumers with whom they relate," Mr. Ramey said. "So, it's not that they are watch or car fanatics, but rather people who are fascinated by the intersection of each brand's DNA."

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