

WATCHES AND JEWELRY

Tag Heuer reveals Carbon Monaco for Only Watch auction

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The Tag Heuer Monaco "Dark Lord" is expected to fetch at least \$56,000. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Tag Heuer is introducing a unique edition of its rare Monaco "Dark Lord" timepiece for the upcoming Only Watch auction.

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The square-cased chronograph is already one of the brand's most rare watches, but the carbon-cased version is a one-off for the **Only Watch charity auction**. The biennial event, taking place on Nov. 6 in Geneva, auctions one-of-a-kind timepieces from the world's top watchmakers.

Watch innovation

The Dark Lord watch has a black carbon fiber case with the largest sapphire crystal caseback used on a Monaco.

The skeletonized dial is made with a single piece of hand-finished fiber, and the watch face has structural shapes resembling the struts on a racing car. Handmade leather with a 3D impression of a metal bracelet is used for the strap, a first for Tag Heuer.

From the design to assembly, more than 20 people worked on the Tag Heuer Monaco "Dark Lord" for Only Watch.

The Carbon Monaco will never be replicated

More than 50 timepieces are included in November's Only Watch auction, which is under the patronage of H.S.H. Prince Albert II of Monaco and conducted by Christie's. A full 99 percent of the event proceeds will support projects researching Duchenne muscular dystrophy.

"We wanted to support this magnificent initiative with a unique, memorable watch that celebrated a legend from our past, but that also showcased our passion for fine watchmaking, innovation, aesthetics and avant-garde design," said Frdric Arnault, CEO at **Tag Heuer**, in a statement.

This is not the first time Tag Heuer has participated in the event.

In 2017, Tag Heuer joined timepiece brands such as Chanel and Chopard at the trade show and auction, offering trips and unique experiences with the purchase of a watch, a move that offers horologists and brand enthusiasts a

memory beyond the material ([see story](#)).

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