

WATCHES AND JEWELRY

## LVMH kicks off 2022 Watch Week

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*Bulgari revisits its classic Serpenti design in new pieces. Image credit: LVMH*

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH and its four watchmaking brands Bulgari, Zenith, Tag Heuer and Hublot are showcasing their latest offerings and unique designs in the third annual LVMH Watch Week.

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Since its **inaugural event** in 2020, LVMH Watch Week has become a key meeting place for watch industry professionals around the world. This year's event features a lineup of presentations and unveilings by each of the group's four brands.

"Our clients and partners will be able to discover innovative updates of iconic models, along with limited editions and exceptional timepieces, all reflecting exceptional craftsmanship and a unique vision of watchmaking," said Sthpane Bianchi, CEO of LVMH's watches and jewelry division, in a statement.

What to watch

Bulgari's newest pieces intend to echo the brand's recognizable style. The Roman jeweler has revisited its iconic Serpenti Misteriosi design with a new Piccolissimo mechanical movement.



*Tag Heuer unveils new pieces in its Autavia collection, as well as a Naomi Osaka-designed collection. Image credit: LVMH*

The new Lvcea Intarsio mirrors a blue and pink sky over the city of Rome, while the Octo Roma Emerald Grande

Sonnerie combines sound and precious gems.

New timepieces from Zenith include the Defy Extreme Carbon with three interchangeable straps, its first full carbon fiber watch. The Swiss watchmaker also pays tribute to its heritage with two new models: the Defy Revival A3642 and the Defy Skyline.

Tag Heuer is spotlighting three new models in its Autavia collection, created in 1962 for "free-spirited adventurers."

Additionally, the brand's Aquaracer collection welcomes new models including a limited edition featuring a color scheme by international tennis star and brand ambassador Naomi Osaka ([see story](#)).

Lastly, Hublot unveils its first 40-millimeter dial with three timepieces in its Big Bang Integral Time Only collection. The latest feat from the Swiss watchmaker is the Big Bang One Click 33-millimeter range, with 12 interchangeable calfskin straps.

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