

JEWELRY

Tag Heuer drops colorful editions of Formula 1 chronographs

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Inclusive of red, yellow or green livery, the quartz chronograph touts a sunray brushed dial and high-quality matching rubber strap. Image credit: Tag Heuer

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker **Tag Heuer** is taking color inspiration from the racetrack for its latest launch.

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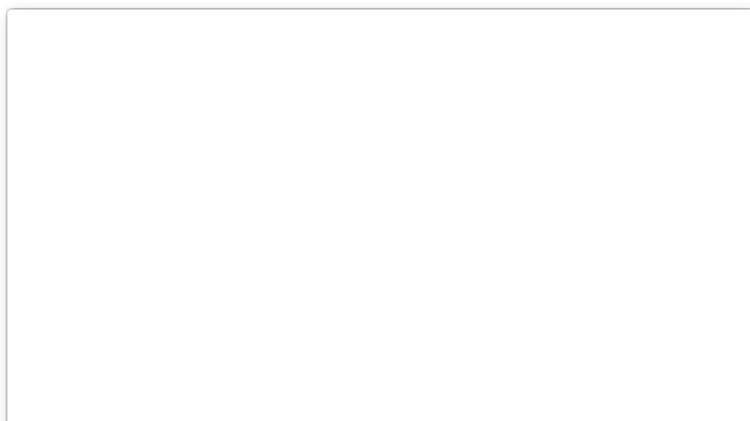
The luxury label has gone live with a new collection all about dynamic design and are marked with bright branding, available in vibrant red, yellow and green varieties. Reflective of its motor-racing roots, the contrasting unisex trio is aimed at those who dare live life at full speed, according to the brand.

Victory lap

Originally debuted in 1986, the Tag Heuer Formula 1 takes many cues from France's sporting event the brand's newest iteration revels in an authentic connection to the spirit of the competition.

Tag Heuer's highly shock-resistant option contains a 43mm stainless steel case with a quartz chronograph movement. Sold separately, a metal bracelet comes with driver extension, fitting perfectly over the sleeve of a racing suit.

Having backed drivers like Juan Manuel Fangio and Ayrton Senna, the feature remains top-of-mind for the brand.



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Other racing-inspired design features include its bezel notches, such as notches on its bezel and a colored shield. Of all Tag Heuer collections, the latter detail is exclusive to this series.

Inclusive of red, yellow or green livery, the quartz chronograph also touts a sunray brushed dial and high-quality matching rubber strap. The accessory is water resistant up to 200 metres.

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Priced at \$1,850, Tag Heuer's Formula 1 editions are available for purchase online and off, with select retail partners.

The LVMH-owned entity has opted to enhance an existing line, going solo for this release after a series of product partnerships with brands like German automaker Porsche ([see story](#)) and celebrities such as Naomi Osaka ([see story](#)).

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