

JEWELRY

## Tag Heuer commemorates Porsche with limited edition chronograph capsule

October 6, 2022



Tag Heuer's two limited edition timepieces tribute the 50th anniversary of Porsche's 911 Carrera RS 2.7 racing car. Image credit: Tag Heuer

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker **Tag Heuer** is celebrating German automaker Porsche's motorsport milestone.

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The brand has released two limited-edition timepieces in a collaborative tribute to the 50th anniversary of Porsche's 911 Carrera RS 2.7 racing car, officially observed on Oct. 5. The brand debuted the Carrera capsule, dubbed "Tag Heuer Carrera X Porsche RS 2.7", at an exclusive celebrity soiree in Paris.

### Car and chronograph collide

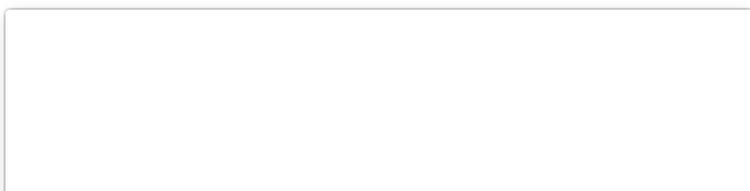
In light of a momentous occasion centered on speed, Tag Heuer is using its products as a platform with which to honor the legendary Porsche 911 Carrera RS 2.7.

Available in sporty red representative of the racetrack's fire and fury and priced at \$23,550 and sporty blue an homage to legends born once in a blue moon and priced at \$7,750 both pieces mirror their respective striped Porsche vehicle of matching shade.

The blue model comes with a polished steel case, while the red model arrives in a refined 18-karat rose gold. The former's finishes include an exclusive blue-striped strap with the Porsche logo and Carrera markings, while the latter rocks a luxurious red alligator strap with a rose gold pin buckle.

Both models are available for purchase at Tag Heuer's site and can be customized at one of the brand's boutiques, or at an authorized partner store.

Tag Heuer has gone live with digital video content for the capsule's launch, painting a picture of the honorary effort's ethos. Together, car and chronograph collide with collaborative power.



[View this post on Instagram](#)

A post shared by TAG Heuer (@tagheuer)

Switching gears, the brand stretched the celebration with a star-studded event. by hosting an event in Paris.

Friends of the luxury entities flocked to the dancefloor on Wednesday for the watches' debut. Celebrity attendees included tennis star Maria Sharipova, actor and musician Jaden Smith and model Jasmine Tookes.

We really turned it up to 11 with our latest launch party!

Celebrating 50 years of racing history with the iconic [@Porsche](#) 911 Carrera RS 2.7, and the reveal of the [#TAGHeuerCarrera](#) X Porsche RS 2.7! What's your favorite moment? [#porsche](#) [pic.twitter.com/OYmKD0WzWL](https://pic.twitter.com/OYmKD0WzWL)

TAG Heuer (@TAGHeuer) [October 6, 2022](#)

The brands recently came together for the release of their first collaborative smartwatch, the Tag Heuer Connected Calibre E4 Porsche Edition, the inspiration for which came from the frozen blue version of the all-electric Porsche Taycan ([see story](#)).

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