

WATCHES AND JEWELRY

## Tag Heuer elves work together in new holiday push

December 2, 2022



*Tag Heuer elves work together as a team to bring this season's magic to our store displays worldwide. Image credit: Tag Heuer*

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Tag Heuer's holiday 2022 campaign transforms some of its most popular watches into an obstacle course for holiday elves.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Set in the "Wonderful world of Tag Heuer land," the commercial features miniature race cars and tiny people in red racing suits and helmets, which is an updated take on Santa's little helpers.

The video's theme, which honors its continued link with the sport racing world, will extend to Tag Heuer's display shelves this holiday.

Established in 1860, **Tag Heuer** is owned by LVMH.



*Still from Tag Heuer's holiday 2022 film. Image credit: Tag Heuer*

Watch out

From a futuristic hub on top of a snowy mountain, five race cars set off down an icy outdoor track, each one pulling a gift behind it in an updated spin on Santa pulling presents behind him in a sleigh.

Each present comes encased in red box with a white trim, a nod to the Swiss heritage and tradition of watchmaking that has informed the house since the mid-19<sup>th</sup> century.

At the race's starting point inside a garage, the cars are given their cue to take off from the Monaco watch model that is set just under the ceiling.

The square-faced Monaco, which made its debut in 1969, has 80 hours power reserve. Its name recalls the Monaco Grand Prix, the Formula One car motor racing event held annually since 1929.

At each point along the elves clock the racer's speed with their own wristwatches, which, though they remain unseen, can only be presumed to be Tag Heuer's finest.

The cars then enter into a tunnel where the elves use pick axes to climb steep ice falls. Embedded in that ice are a series of Aquaracer sport watches.

The Aquaracer 200 is an all-terrain tool watch fit for every ground, while the Aquaracer 300 is made for deep divers who need to withstand any number of conditions.

Back above ground, the elves whip their cars through a series of Carrera watches standing upright, frozen in the ice.

Debuting in 1963, the Carrera watch features hands made to best catch the light, It was made for professional drivers and sports car enthusiasts alike, and recently worn by actor Ryan Gosling in the Netflix original film, *The Gray Man*.

Special and limited editions of the Carrera , including two collaborations with German auto-giant **Porsche**, are available on the brand's website as part of this holiday offering.

Next, two elves wave the checkered flag over the finish line while standing atop a large wristwatch made to look like a grand archway. This watch is the Connected Calibre E4.

The Connected Calibre comes with new design features such as a thinner 42mm bezel and a larger crown.

Also featured in the vignette is the aptly named Formula 1. This watch's core collection consists of the Quartz Chronograph with 43 mm diameter in three different colors. It is water resistant to a depth of 650 feet and is accompanied by its own complementary travel pouch.

In October, the brand released its Limited Edition Formula 1 X Mario Kart watch, in collaboration with gaming giant **Nintendo**. This **campaign** called upon a similar racing theme for its promotion.

Finally, the elves load boxes inside the factory, which when the camera pans back, becomes a wintry store display window.

This gives viewers a hint of what to expect when they visit any of Tag Heuer boutiques. The holiday 2022 collection is also available on the brand's website.

*Tag Heuer holiday season 2022 film: Video credit: Tag Heuer*