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## Hodinkee platforms new Grand Seiko, Hublot, Tag Heuer picks

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*Hodinkee partners draw upon the natural world, and a touch of nostalgia, for the new releases. Image credit: Hodinkee*

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By LUXURY DAILY NEWS SERVICE

Watch platform [Hodinkee](#) is announcing a litany of launches from the likes of Japanese watchmaker Grand Seiko, and Swiss watchmakers Hublot and Tag Heuer.

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The e-commerce operator has taken to promoting styles such as the limited-run rendition of Seiko's original Caliber 9S, as well as the Classic Fusion Original, a tribute to Hublot founder Carlo Crocco's 1980 original, via its editorial vertical. Each of Hodinkee's brand partners drew upon either nostalgia or the appeal of the outdoors for the respective new releases.

### Watchful eye

Hodinkee is spreading news of new watch options on both its site and across social. The new and pre-owned marketplace begins its musings with one particular brand highlight.

Hublot's new Classic Fusion Original comes from a place of heritage, modeled after the first Hublot watch, which founder Carlo Crocco designed in 1980.

The items' minimalist aesthetic nod to the time period mentioned, and arrive in gold, titanium and black colorways. The watches are available in three sizes.



*Hublot new releases remind consumers of the brand's past, tapping into the founder's distinct style. Image credit: Hodinkee*

During the 1980s, this design choice of pairing high-value metals with rubber was criticized. Now, sporting that same rubber band, the trio represents an homage to the brand's early image.

Hodinkee is also honing in on Hublot's newly-released platinum pair – the Big Bang models.

Inspired by the rainbow, the gem-encrusted Big Bang Integrated King Gold Rainbow and Big Bang Integrated Time Only King Gold Rainbow watches were unveiled in light of LVMH Watch Week.

Hodinkee is sharing a referential, nature-inspired Grand Seiko release as well.

The faces of the "SBGH311" and "SBGR325" watches contain imagery inspired by Mount Iwate in Japan, complete with silver dials and light blue hues.



*Grand Seiko turned to Japan's mountains for design inspiration. Image credit: Hodinkee*

With a limited circulation of 1,200 pieces planned, the releases commemorate the 25-year anniversary of the first Caliber 9S.

Originally rolled out in 1998, the drop marked a new mechanical focus for Grand Seiko. Its new model's stainless case displays the same design as the original.

Tag Heuer has also just released a model honoring previous decades' advances, according to Hodinkee.

The 60th-anniversary edition of the Tag Heuer Carrera Chronograph represents a limited release and features a panda-style dial typical of the 1960s. The watch also contains a buckle, in a throwback to models of the past.

This is not the first time that the brand has referenced its history ([see story](#)).