

JEWELRY

Tag Heuer releases first solar-powered watch

February 16, 2023



The Aquaracer Professional 200 Solargraph is designed to endure all conditions, making ideal for the outdoors. Image credit: Tag Heuer

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker **Tag Heuer** is channeling the power of the sun with the release of its first-ever solar-powered timepiece.

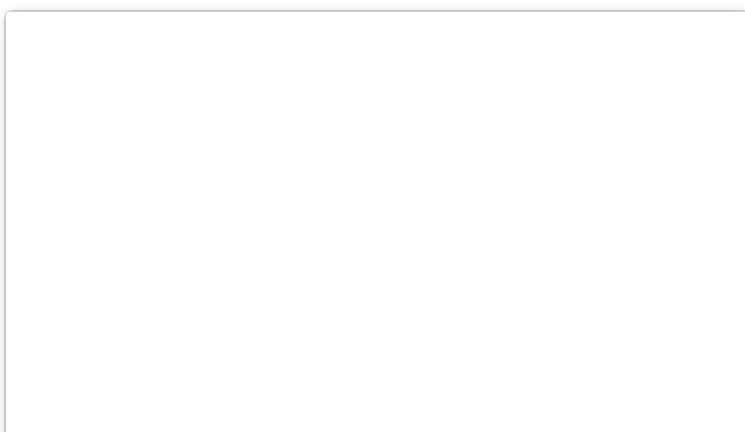
Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Using innovative Solargraph technology, the Aquaracer Professional 200 Solargraph is charged when natural or artificial light penetrates its partially transparent dial. When placed in the sun for just two minutes, the piece is powered for an entire day.

Here comes the sun

"A new day is dawning," says a voiceover in a pair of campaign videos promoting the Aquaracer Professional 200 Solargraph.

One video depicts a woman rock climbing at dawn and cycling as dusk falls, while in another video, two extreme skiers emerge from their tent parked on the incline of a snowy mountain and trek up to its peak in the blinding light of high noon. A third athlete checks his watch from inside his darkened tent which he has hung from the side of a cliff wall.



[View this post on Instagram](#)

A post shared by TAG Heuer (@tagheuer)

The athletes and the watches they are wearing, the ad suggests, are powered and sustained by the light of the sun.

The Aquaracer's face remains legible at any hour, however. Thanks to a bezel fused with carbon and green Super-LumiNova, a brand of non-toxic photoluminescent pigments, when the sun inevitably does go down the Aquaracer's will light up.

The timepiece is made to endure such rugged conditions as an extreme athlete might encounter thanks to the diamond-like carbon (DLC) coating on its steel case, and its rubber strap complete with a folding clasp.

The watch also features a Caliber TH50-00, which guarantees that the wearer will never have to change its battery.

Solar power has been featured in several products under the LVMH label of late. In June of 2022, Lusix became the first producer of solar-powered lab-grown diamonds ([see story](#)).

The Tag Heuer Aquaracer Professional 200 Solargraph is available online and in selected retail spaces for a price of \$3,050.

© 2023 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.