

JEWELRY

Girard-Perregaux, Aston Martin collaborate on first-time chronograph design

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The Laureato Green Ceramic Aston Martin Edition features Aston Martin logos past and present. Image credit: Girard-Perregaux

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Girard-Perregaux has dropped another limited-edition timepiece with longtime partner and British automaker Aston Martin.

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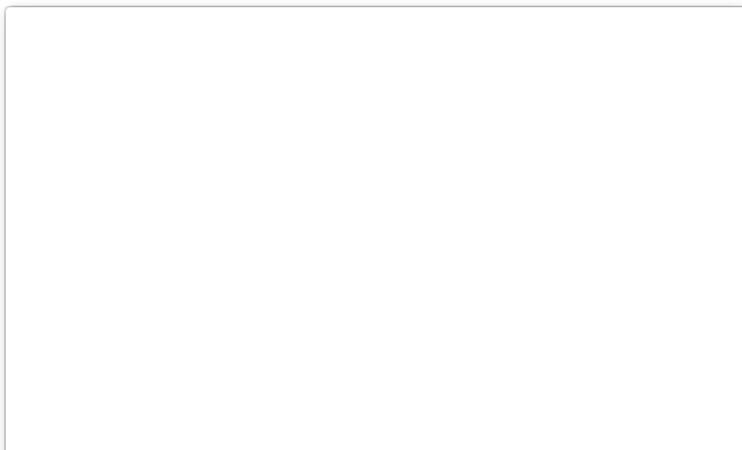
The Laureato Green Ceramic Aston Martin Edition is an update to the original Laureato first released in 1975. For the first time, the model features a green ceramic bracelet and case.

The color of success

In February 2021, Girard-Perregaux was announced as Aston Martin's official watch partner in commemoration of the automaker's return to Formula 1 racing after more than 60 years.

To honor the partnership itself, the watchmaker's branding was soon featured on the Aston Martin Cognizant Formula 1 team car ([see story](#)).

The following June, the two released their first co-branded limited edition collection, "The Tourbillon with Three Flying Bridges Aston Martin Edition."



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A post shared by Girard-Perregaux (@girardperregaux)

Based on the original 19th-century model, which donned the watchmaker's "Three bridges" signature, this contemporary take featured, for the first time, a leather strap using rubber alloy. The edition was limited to a mere 18 pieces ([see story](#)).

According to tradition, many British national racing cars, including Aston Martin's, are colored green, thus inspiring the look of this latest Laureato.

That hue is cast by the metallic oxide which, along with zirconium oxide, comprises the watch's ceramic material. Despite lightweight properties, the ceramic is seven times harder than steel, making the self-winding piece notably resistant to fading and wear.

The release comes in 42-millimeter and 38-millimeter models, which feature power reserves of 54 hours and 46 hours, respectively.

Both feature a cross-hatch design on their faces, which represent a version of the Aston Martin logo displayed between 1921 and 1926. Another Aston Martin logo is displayed through the transparent caseback.

Founded in 1791, Girard-Perregaux is one of the longest-running watchmaking firms which remain in operation. The brand nonetheless keeps current with the latest generation of luxury buyers ([see story](#)).

The Laureato Green Ceramic Aston Martin will be made available for purchase in June at selected Girard-Perregaux retailers.

The 42-millimeter model will be limited to 388 editions at a price point of \$25,800 each, while the 38-millimeter model will be limited to 188 and sold for a suggested price of \$25,000.

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