

JEWELRY

Tag Heuer uplifts Carrera chronographs at Watches and Wonders

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Six "novelties" are a part of the lot being displayed. Image courtesy of Tag Heuer

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker **Tag Heuer** is spotlighting one of its main product lines at a major industry event this week.

The annual Watches and Wonders Geneva convention kicked off this week, and the company is showcasing its Carrera timepieces on the show floor. Unveiling several bespoke variations of the design alongside another watch the maison odes to functionality, style, haute horology and femininity through the different takes on classic codes.

Showcasing styles

At Watches and Wonders, a total of six "novelties" are on display to industry experts as well as, for the first time, the public.

Carrera timepieces represent the majority of the group, as all but one of the lot is a part of that particular collection.

The first, titled simply the Tag Heuer Carrera Chronograph, seeks to redefine the collection in steel, inspired directly by Jack Heuer's the great-grandson of the maison's founder and the company's former leader designs.



Avant-garde aesthetics infer the look of the Monaco "novelty." Image courtesy of Tag Heuer

Forged from 18-karat rose gold, the Skipper variant of the line more closely resembles the modern version of the watch, though it focuses on functionality through a blue textile strap, nodding to the brand's roots in maritime pursuits. It also sports a sea-blue dial.

Rounding out the Carrera offerings is the trilogy of Carrera Date timepieces, each sporting a more feminine aesthetic and silhouette. Diamonds and 18-karat rose gold adorn the case, upping the air of luxury, as mother of pearl, copper and steel accent each of the three items.

The final piece is the Monaco Split-Seconds Chronograph, a reinvention and throwback to the original 1969 launch of the Monaco design. Vibrant shades contrast with the muted, metallic body of the square watch, which serves as Tag Heuer's ode to haute horology for the show.

Watches and Wonders Geneva began yesterday, with 53 other brands from across the industry showcasing their work. Among the attendees are Cartier, Hermès, Hublot and Richemont's stable of watchmakers ([see story](#)).

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