

EVENTS/CAUSES

TAG Heuer celebrates 50th anniversary of Carrera collection via event, social media

March 21, 2013



By ERIN SHEA

Swiss watchmaker TAG Heuer is celebrating the 50th anniversary of its iconic Carrera timepiece collection through an exclusive event and social media platforms.

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Luxury Daily

The event allowed the watchmaker to show off the history of its Carrera timepieces along with the Porsche Carrera vehicles that inspired them. Showcasing the history of an entire collection through an event helps boost TAG Heuer's status and its connection to customers.

"Industry leaders often promote categories [and collections] rather than the individual products or the brand," said Chris Ramey, president of [Affluent Insights](#), Miami.

"Staying above the fray is a sign of leadership in an industry," he said.

"Events have become the most effective way of creating one-to-one relationships."

Mr. Ramey is not affiliated with TAG Heuer, but agreed to comment as an industry expert.

TAG Heuer did not respond by press deadline.

Gold anniversary

TAG Heuer hosted the event at the Highline Stages in New York March 21.

The watchmaker's Carrera Timepieces were on display next to the Porsche Carrera vehicles that were crafted during in the same era.



Display at event

TAG Heuer's president/CEO Ulrich Wohn introduced honorary chairman Jack Heuer, who told the story behind the inspiration and design of the Carrera timepieces and his relationships with racing legends.

Grammy-winning musician Miri-Ben Ari performed after Mr. Heuer's talk.

In addition, TAG Heuer promoted the event and the Carrera anniversary through its social media channels and a social video, which was also shown at the celebration event.



Learn more about the origins of the Carrera on Calibre 11 :

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TAG Heuer tweet

The 83-second video shows off clips of TAG Heuer's involvement in racing over the years as a second hand of a Carrera timepiece goes around the face of the watch.

50 Years of the Carrera

Partnering up

Exhibiting TAG Heuer's Carrera timepieces along with Porsche's Carrera vehicles elevates both brands' status.

Partnerships between luxury brands can help each brand gain more followers and solidify a placement in the luxury market.

Other luxury brands have paired up to host exclusive events.

For instance, Scotch maker Chivas Brothers and Italian car designer Pininfarina are showcasing the craftsmanship behind their brands by together designing a new case for the Chivas 18 scotch whiskey.

Bottles of Chivas 18 are housed in a unique case called “The Drop” that was designed to resemble the creation process of a Pininfarina vehicle. The brands hosted an event Feb. 26 at Maserati of Manhattan in New York to showcase The Drop ([see story](#)).

Also, travel accessories brand Tumi bolstered its Case Studies digital campaign by promoting a line designed by U.S. fashion designer Anna Sui through digital promotions, store windows and a kick-off event.

The brand flaunted its new Anna Sui products through the Case Studies series, an online video series that offers packing tips from individuals whose lifestyles revolve around traveling ([see story](#)).

For TAG Heuer, this event and promotions with Porsche could give it an additional boost in a competitive luxury watch industry.

“This partnership elevates and defines TAG Heuer in a very crowded category,” Mr. Ramey said.

“Consumers judge brands by the company that they keep,” he said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

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