

ADVERTISING

Chopard expands automotive influences in Zagato watch collaboration

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By JEN KING

Switzerland's Chopard is collaborating with made-to-measure Italian automaker Zagato for a two-watch series that will likely appeal to affluent male consumers interested in classic and bespoke cars.

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The limited-edition collaboration, part of the jeweler's larger Classic Racing watch series, is another step in solidifying Chopard's relationship with the racing world. Chopard's Mille Miglia Zagato watch design embodies the shared values of the jeweler, the automaker and the iconic Mille Miglia race in Italy that brought them together.

"This partnership will increase exposure for Chopard in the automotive world," said Hamilton Powell, president and founder of [Crown & Caliber](#), Atlanta.

"The Chopard Mille Miglia Zagato will have many exclusive customization treatments that will highlight the relationship between the two brands, making it appeal to Zagato and Chopard fans alike," he said.

"Consumers that like the Zagato car based on its performance and design will be drawn to the Chopard Mille Miglia Zagato because it too will reflect these characteristics."

Mr. Powell is not affiliated with Chopard, but agreed to comment as an industry expert.

Chopard was unable to comment directly.

A race of classics

The Mille Miglia race began in 1927 only to be shuttered in 1957 after the race repeatedly took the lives of drivers who drove the course.

Reinvented for today's drivers with a nod toward classic cars, the modern-day Mille Miglia only features automakers that participated in the first spurt of the race. The 2014 Mille Miglia will take place May 15-18.

Chopard has been the official timekeeper of the event for 25 of the 30 years that it has been reopened. Zagato has participated in the antique car race in the past, while collaborating with leading auto brands.



Chopard's Mille Miglia Zagato series

The timepiece collaboration is meant to symbolize the shared craftsmanship values of both brands.

Chopard announced its collaboration with Zagato through an email campaign and social media updates. The email's subject line read, "Discover the Mille Miglia Zagato Special Edition," along with images of both watches and details of the brand's shared affiliations.



Portion of Chopard's email for the Mille Miglia Zagato watches

A click-through on the email lands consumers on the Mille Miglia Zagato ecommerce page.

On Facebook, Chopard introduces the watch collection with a link and an updated cover photo. The link redirects consumers to a more detailed product page where there are options to learn about the Mille Miglia race and view behind-the-scenes video and photos of the workshops of both brands.



A section of Chopard's Web site

The 30-second video shows details such as the Mille Miglia logo relief caseback and explains that the series is chronograph GMT COSC certified and limited to only 500 pieces.

Embedded Video: [//www.youtube.com/embed/gn1CPyfy-8U](https://www.youtube.com/embed/gn1CPyfy-8U)

Introducing the Mille Miglia Zagato watch by Chopard

Additional Zagato inspired features include the “Z’s” on the dial’s face, sharp-curves and red stitching in the watch band, a detail found in the upholstery of Zagato models.



Sharp curves of Chopard's Zagato watch and the body of a Zagato automobile

The Mille Miglia Zagato comes in 18-karat rose gold with DLC blackened stainless steel for \$9,900 or without the gold for \$8,100.

For those interested in learning more about Zagato, Chopard takes consumers inside the brand's workshop in a longer video that is accompanied by a resume of sorts that lists Zagato's collaborations with the auto industry's leaders such as Ferrari, Bentley and Aston Martin.



Video still of a Zagato Aston Martin

The Mille Miglia Zagato series joins a larger compilation of watches inspired by the race that range in price from \$7,090 to \$8,780.

Time to drive

The watch industry seems to churn out endless collaborations, but there is generally substantive justification behind each campaign.

For example, British automaker Bentley Motors elevated its partnership with Swiss watchmaker Breitling by touting soccer star David Beckham as the campaign's ambassador.

The Breitling for Bentley collection features numerous automotive-inspired watches that will likely attract automotive fans. Mr. Beckham already acts as Breitling's global brand ambassador so extending his presence to Bentley signals the strong rapport between the two brands ([see story](#)).

Similarly, watchmaker Blancpain in addition to automakers including Lamborghini, McLaren, Ferrari and Porsche gained visibility through the Blancpain GT application for the endurance racing competition.

The Blancpain GT app was developed to give consumers live results from racing events and is sponsored by the Swiss watchmaker. The app is available for free in Apple's App Store ([see story](#)).

Although watch brands and automakers seem different on the surface, their products have many common traits.

"There are many similarities between luxury watches and luxury automobiles because both industries value the same characteristics and share similar passions," Mr. Hamilton said.

"High quality, high performance, and aesthetic appeal are very important to brands in both of these industries," he said. "How well they achieve these goals is what defines them as a brand and sets them apart from their competitors.

"Teaming up to create this Mille Miglia Zagato helps Chopard achieve these goals, but with a different approach."

Final take

Jen King, editorial assistant on Luxury Daily, New York

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