

Products Jul 1, 2020

Individualized wristwatches with sports car DNA

Porsche Design presents unique Custom-Built Timepieces program



Porsche Design presents a revolutionary Custom-Built Timepieces concept that allows Porsche and watch enthusiasts to design their own chronograph perfectly tailored to their liking for the first time. It took nearly six years since the foundation of Porsche Design Timepieces AG in Solothurn, Switzerland, to bring this highly multifaceted project to life. The web-based watch configurator, which is based on the well-known Porsche car configurator, allows for approximately 1.5 million different design configurations to create a one-of-a-kind timepiece.

The enormous amount of work put into this program is most apparent in the metal and leather watchbands, which are available in three sizes. Pop-up menus in the configurator make selections easy. The metal bracelets are made of skin-friendly titanium and all versions feature individually screwed-down links. Like the case variants, they are available in glass bead-blasted natural titanium or black-coated titanium carbide. Additionally, there are two different closing mechanisms to choose from: a butterfly clasp with lateral buttons or seven-step fine adjustment.

All leather straps are crafted from the same hides used for Porsche automobile interiors and come in the 14 official interior color options of the Porsche 911. The leather wristbands come with a butterfly clasp as well as side buttons for quick and easy release. For the stitching on the strap, 19 different colors of genuine Porsche yarn are available, meaning that there are up to 300 different possible configurations. Two additional bracelets can be designed and purchased per order and the configurator's full range of options remains available for this selection. The new quick-change side button system makes it easy to change them without the use of any tools.

Custom-built dial and bezel

The dial is personalized via inlaid colored rings, featuring minute markers in the style of the design-defining classic speedometer developed by F. A. Porsche. There are 27 Porsche 911 exterior and interior colors to choose from. Even the hands can be personalized, with the customer able to choose either classic Essence in black or sporty Performance hands in matte-white with red tips. The watch's bezel can also feature either traditional minute markers or a tachymeter for tracking speed or distance.

Custom laser engraving - the final touch

Availability

The new Porsche Design Custom-built Timepieces program starts in Germany on July 1, 2020, followed by the UK and U.S. on September 1, 2020 at all participating Porsche dealerships. The English version of the Internet Timepieces Configurator will also be available as of September 2020.

About Porsche Design and Porsche Design timepieces

In 1963, Professor Ferdinand Alexander Porsche created one of the most iconic design objects in contemporary history: the Porsche 911. Following his vision to take the principles and myth of Porsche beyond the automotive world, he created the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design language can still be seen in all Porsche Design products today. Every Porsche Design product stands for extraordinary precision and perfection, boasts a high level of technological innovation, and seamlessly combines intelligent functionality and puristic design. The first timepiece from Porsche Design was created in 1972 when the sports car manufacturer was looking for a suitable gift to celebrate the work anniversaries of long-standing employees. Since the founding of Porsche Design Timepieces AG in Solothurn/Switzerland in 2014, all Porsche Design timepieces have been developed and produced in-house.

Link Collection

Link to this article

https://newsroom.porsche.com/en_US/products/porsche-design-chronograph-personalization-porsche-exclusive-manufaktur-21394.html

Media Package

<https://newsroom.porsche.com/media-package/b352c6ff-215e-4dd2-8087-2909797d9b47>

External Links

<https://mediakit.porsche-design.com/custom-built-timepieces/en/>