

CLASSIC DRIVER

[Are you ready to discover the Allure of Depancel's newest watch?](#)

Lead

Created from a deep admiration for motorsport's greats, French-born watchmakers Depancel have been making waves with their creative and refined timepieces. Now, they return with the Allure, the ultimate everyday companion...



The allure of a wristwatch comes in many forms. Its appeal can be in its heritage, its build quality, its unique styling cues, or even in its exclusivity. However, since first appearing on the watch scene back in 2018, French watch makers [Depancel have carved their own lustworthy niche](#), building on the lucrative motorsport-inspired watch market with their own take on classic chronographs and racing-influenced creations.

[Their latest timepiece, the Allure](#), might just be their finest design yet, and their latest 36 mm case stands out as a stylistic breakthrough for the brand. Much like their previous models, the Allure is heavily inspired by the vintage aesthetic of yesteryear, particularly the 1970s. Yet, Depancel strives to create the ideal blend of old-meets-new, and the Allure features new elements to allow for a specially-designed integrated metal bracelet, a first for this budding French brand.



Clément Meynier, Depancel's founder, knows a thing or two about creating the perfect accompaniment to your everyday life. As an engineer, he was always fascinated by the beauty of mechanics, as well as being deeply passionate about cars and watches. Keen to understand them better, Meynier travelled to Geneva to learn the art of watchmaking, and by 2018, Depancel would open its doors, turning a lifelong dream into reality. If you hadn't already guessed, and we collectively raised a smirk when we found out, even the name Clément chose for his brand is a nod to his French heritage. Depancel is the combination of Delage, Panhard and Facel Vega, three French manufacturers whose cars were among some of the finest ever, built purely for the pleasure of driving.



We're firm lovers of the 1970s. This decade gave way to some of the best car designs, the greatest music, and the coolest architecture ever, and was a modernist era of assertive stylistic creativity, all of which inspired Depancel to bring a modern take on a classic to the world. This era was also one filled with technological advancements, and so in celebration of those, the Allure boasts a Mecha-Quartz movement, while the red and orange hues found on the three subsidiary dials and the tachymetric scale, designed for motorsport, are quintessentially 1970s. The result is a timepiece that is perfect for those seeking a sporty watch with bags of style, embodying the energy of the city and motorsport with a touch of retro-chic.

We are delighted to welcome the Depancel Allure into the CD Shop, where you can purchase your own timepiece now!

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