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## [Porsche Design Chrono I: A matte-black revolution](#)

### **Lead**

In this short video, Porsche Design chief Roland Heiler discusses the very first PD product – a watch from 1973 – and reflects on its simplicity and functionality.

The Porsche Design Collection now has a quite diverse product line; take the [Blackberry mobile phone](#), [shisha pipe](#), or [kitchen](#) for example. But it all began with the Chronograph I, whose simple design and matte-black casing inspired more established watchmakers in the course of subsequent decades.

Video: Porsche Design

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