

# CLASSIC DRIVER

## Band of brotherhood: The return of Porsche Design watches

### Lead

Porsche Design was formed in 1972, and its first offering was a black chronograph in partnership with Orfina. Three years later came the world's first Titanium watch, made in conjunction with IWC. Porsche Design's partner in recent years has been Eterna – but now comes independence...



Porsche Design has always viewed the world with different eyes. That continues with the latest and so far most exciting project for Porsche Design Studio Head Roland Heiler: to finally bring its watchmaking in-house for the first time. At present, though, there is no production line, so the company uses a similar streamlined process to that of the automotive division, whereby existing suppliers deliver individual parts on a 'just-in-time' basis. This process is common in the car industry but relatively unusual in the watch world – yet another example of Porsche Design's pioneering approach to watchmaking.

### Restart: The Timepiece No. 1



Porsche Design sees the resulting watch as a significant enough departure from the existing range to abandon its naming structure altogether, instead simply christening it Timepiece No. 1 – referencing the original [Chronograph 1](#) of 1972. Of course, the design of the latest model stands proud of its forefather. Quite literally, in fact, with the diameter of the black-coated case measuring 42mm. Nods to Porsche Design timepieces of the past include a matt red seconds hand.

In addition to the black version, the Timepiece 1 will also be available in the future in various colours – in fact, the colours from Porsche's car paint palette, no less. The watches are sold through the Porsche Design website, Porsche Design Stores and in selected jewellers.

*Photos: Porsche Design*

### Gallery

















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