

CLASSIC DRIVER

[Tag Heuer to showcase its timeless history with worldwide exhibition](#)

Lead

From 16 September, Tag Heuer will take its extensive museum selection, as well as pieces from esteemed collectors, on a global journey, taking the history of the brand far away from its Swiss roots...

Time travels

Over 400 vintage timepieces will travel the world for two weeks and be proudly placed on display in 10 boutiques. Boutiques in Paris, Munich, Venice, Dubai, Hong Kong, Sydney, Tokyo, Miami, and Singapore will all be graced with their own mini-exhibition in an effort to share the storied past of Tag Heuer. Combining the extensive collection from the La Chaux-de-Fonds Manufacture museum with kindly loaned pieces from passionate collectors, each city's exhibition will be themed. From classic Heuers in Paris, Formula 1-inspired timepieces in Singapore, and military watches in Munich, the Heuer Globetrotter exhibition is one not to miss, no matter where you are...

Photos: Tag Heuer Archive

Gallery

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