

# CLASSIC DRIVER

## LaCalifornienne turns Rolex watches into pop art

### Lead

California has an aesthetic all its own — cotton candy-coloured pink and blue skies, green palm trees, and turquoise oceans. Inspired by all this, laCalifornienne is transforming traditional Rolex timepieces into Californian pop art for your wrist...

### LA state of mind



With names such as The Time is Now, Sunset Palm, and I Love LA, laCalifornienne is bringing a youthful spirit to the classic Rolex Oyster Perpetual. But it doesn't just stop at nomenclature — each wristwatch features a bold face in aqua, flamingo pink, peach, pastel blue, deep sea blue, or mint, as well as a natural vegetable tanned leather strap dyed in a bright colour or hand-painted in a unique design. If the bold-coloured face just isn't enough California for you, there are five pieces that have been hand-painted by artist JayDee that represent the true spirit of the state, from sunsets and palm fronds to pastel-coloured classic cars and graffiti-inspired typography. Whether skiing in the Alps or swimming in the Indian Ocean, a pop of Californian colour is always welcomed.

*Photos: laCalifornienne*

### Gallery













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