

TAG HEUER

CARRERA HEUER-01

FULL BLACK MATT CERAMIC

Totally black and totally matt, TAG Heuer is unveiling its very first proprietary men's chronograph made entirely from ceramic, including the bracelet.

Presented for the first time two years ago at Baselworld, the Carrera Heuer-01 is the signature Chrono model from the TAG Heuer manufacture. In 2015, the watch formed the cornerstone of a burgeoning new collection, with a new design, a new Heuer-01 in-house calibre, and a new modular case design with 12 different elements enabling multiple combinations of materials and colours.

For this 2017 version, the sleek chronograph — the brand's current best-seller — has been entirely produced using matt black ceramic. The case, bezel, lugs and case middle (all the parts exposed to friction) are made from black ceramic. This material offers unparalleled scratch-resistance. It presents a micro-blasted finish for a flawless deep black design. Technically, to guarantee perfect water resistance to 100 metres, steel is always present on all the functional parts of the watch (inner box section, screw-down case back, push-pieces etc.) to enable the gaskets (crystal gasket, case-back gaskets, push-piece gaskets and crown tube) to fulfil their function.

The watch is sleeker than ever, with a more contemporary look, and the ceramic bracelet with its H-shaped links and matt finishes is a pleasure to wear. In fact ceramic seems the perfect material for the watch industry. It is incredibly hard — yet soft to the touch — and highly scratch-resistant (a key quality in a watch). It keeps its original colour, fresh as the day it was made, and does not oxidise. It is hypoallergenic (also very important if you wear your watch for 10 to 12 hours a day) and is lighter than steel.

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Having benefited from five years of continuous improvement and optimisation, the Heuer-01 calibre has attained a very high level of quality while its production costs have been carefully managed.

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