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Parmigiani's latest watch is a wrist-mounted Bugatti Chiron

Lead

You've got the Bugatti Chiron on order, so why not get the timepiece to match? In celebration of Bugatti's new 1,480bhp supercar, Parmigiani Fleurier has revealed the radical PF-Bugatti Type 390 Concept Watch...

The perfect compliment



The most interesting aspect of the Parmigiani Fleurier PF-Bugatti Type 390 Concept Watch is its unique tubular movement – complete with flying tourbillon – that sits adjacent to the dial, and powers the watch's complications via a special angle function. You'll find Louis Chiron's name engraved on the barrels of the movement, in homage to the legendary Bugatti racing driver whose name was lent to the [recently announced hypercar](#). And the price of this beautiful timepiece? Well, if it reaches production, it'll likely be a case of 'if you have to ask'...

Photos: Parmigiani

Gallery

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