

CLASSIC DRIVER

And the winner is... the new owner of a special A. Lange & Söhne watch

Lead

For the fifth year running, the lucky winner of the prestigious ‘Best of Show’ award at the Concorso d’Eleganza Villa d’Este will receive a special ‘Como Edition’ A. Lange & Söhne timepiece – the perfect match for the classic car deemed to be the most elegant at such a prestigious event...

The winner’s watch – named the Lange 1 Time Zone ‘Como Edition’ – was created specifically for the Villa d’Este Concorso, which this year is themed ‘Back to the future – the journey continues’. As such, only one is produced per year. It features an engraving of the Concorso’s coat of arms on the special white gold caseback, and the word ‘Como’ in the ring of cities on the dial to indicate Central European Time. It will be personally presented to the winner by Lange CEO Wilhelm Schmid.

The journey continues



A main sponsor since 2012, A. Lange & Söhne favours the Concorso d’Eleganza Villa d’Este for its historical automotive significance and, of course, the style and beauty of both the competing cars and their entrants. Furthermore, the entrants’ attention to detail is analogous to the level of craftsmanship that goes into constructing each Lange timepiece. For example, every single watch to leave the Dresden manufactory undergoes a second-assembly process. During this time-consuming procedure, the watch is fully assembled for testing, then taken apart again to be checked and cleaned, and finally re-assembled again before delivery to the customer – or in this case, the prizewinner.

Photos: A. Lange & Söhne

Gallery

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