
Panerai dives into the future with the Luminor 'Due' collection

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An exhibition dedicated to the rich history of Panerai was held last week in Florence, the city in which the illustrious watch brand was founded. Panerai also chose the occasion to reveal a selection of new, slimmer Luminor models...

Bigger is better?





Panerai has been inherently linked to Florence ever since Giovanni Panerai opened the first watch shop in the history-steeped city in 1860. Over 150 years later, his eponymous company still represents the finest in Swiss horological technology fused with Italian style. The 1,000-square-metre exhibition 'Dive Into Time' explored both the history and the future of Panerai, the latter of which included the reveal of an exciting new family of models. Comprising the 3 Days Acciaio, the Automatic, and the Oro Rosso, the new Luminor 'Due' collection retains the incredible technological features and craftsmanship of the Panerai Luminor we know and love, while slimming down the cases to be more design-centric and accessible. The range will be available to buy from mid-September, priced from 10,700 US dollars.

Photo: Panerai

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