
The Gorilla Fastback is designed to age as gracefully as a Mustang

14 September 2016 | Alex Easthope

The former creative director of Audemars Piguet, Octavio Garcia, is one of the most prominent watch designers of recent times. Now he's 'gone it alone' to produce an affordable, automotive-themed timepiece that couldn't be further in philosophy from his previous ultra-high-end watches...

Driven by disruption





Named the 'Gorilla Fastback' after the iconic American muscle cars of the 1960s and '70s, Garcia's new timepiece is said to explore the fine line between cars and watches, and is certainly 'driven by disruption' in terms of philosophy. It's very much a design-first watch, utilising innovative materials such as forged carbon-fibre, anodised aluminium and titanium, all of which combine to make a very bold aesthetic. This is no gimmick, however - it's intended to stand the test of time just like a high-end Audemars. Inside there's a Japanese self-winding Miyota movement, and the whole watch is water resistant to 100 metres. Automotive-themed watches often fall short, both in terms of design and sales. Considering the Gorilla Fastback's pedigree, alternative and bold design, and price-point 'under 1,000CHF', it could have all the makings of a future classic.

Photos: Gorilla Watches

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