
First the 911, now Singer reimagines the watch

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Singer Vehicle Design's relentless pursuit of perfection through restoring, modifying, and optimising has seen its work with the Porsche 911 celebrated and coveted worldwide. Now, the firm is tackling a new design icon: the classic sports watch...

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A love of engineering and design is a common thread for most car and watch fans, and when Singer Vehicle Design Founder Rob Dickinson met Marco Borraccino, watch designer and former head of design at Officine Panerai, this shared passion started a movement that saw plans for a fresh take on a horological institution and the founding of a new Geneva-based company, Singer Reimagined SA. As with the sports car before it, the Singer Reimagined watch needed a special power unit, and the AgenGraphe chronograph movement chosen is certainly that — 10 years in development, designed by master watchmaker Jean-Marc Wiederrecht, the single-stem central chronograph movement has never been seen before. As is the Singer way, the design brief on the watch was to instil the essence of design icons of yesteryear while also focusing on functionality. The result is the Track1, a 43mm, titanium-cased sports watch that sees form follow function for a distinctive aesthetic that reinterprets racing chronographs of the 1960s and '70s. There are a few supremely Singer touches, from the mix of polished and sunray-brushed finishes on the case to the brushed-titanium screw-down rivets that perforate the calf leather strap, similar to those found in the inimitable interiors of Singer-restored 911s. As with all Singer restorations, the resulting timepiece is devoid of gimmicks and unnecessary frivolities, is finished to an exceptional standard, and above all, is undeniably Singer...

Photos: Singer Reimagined

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