
Ryan Gosling takes the new TAG Heuer Carrera for a first drive

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Hollywood superstar, Ryan Gosling, has taken up the mantle as TAG Heuer's Global Brand Ambassador to coincide with the launch of the reimagined Carrera Three Hands Collection





As far as first-ever brand partnerships go, an industry titan like TAG Heuer is not a bad effort. Described as the “heir apparent to the legendary Steve McQueen” by the historic watch brand, Ryan Gosling certainly has passion and effortless style in common with the Hollywood legend. Gosling’s commitment to excellence is immediately apparent in classics like *Drive* and *The Place Beyond The Pines*, where the actor performs many of his own stunts, and that commitment carried across into his first collaboration with TAG Heuer. Handpicking and collaborating with award-winning photographer Pari Dukovic at every stage of the creative process, the result of Gosling’s efforts is an immediately vibrant and timeless campaign.



Which brings us to the watches — the TAG Heuer Carrera Three Hands collection represents a new generation of TAG Heuer’s timeless sporty and elegant three-hand watch that remains true to the brand’s commitment to legibility. Legend has it that this obsession with legibility began in 1958, when Jack Heuer dropped from first to third in a Swiss rally because he was unable to read the dashboard timer correctly. This set him on a path to embrace his love of modern design to create an incredibly legible watch, resulting in the Carrera we know today.



The new collection of 13 pieces reinterprets and reimagines the horological icon in four versions: the TAG Heuer Carrera Day Date 41 mm, the TAG Heuer Carrera Twin-Time Date 41 mm, The TAG Heuer Carrera Date 39 mm and the TAG Heuer Carrera Date 29 mm. “I appreciate its timeless design. I like clean and simple design generally. Growing up, we lived on a pretty tight budget. I gravitated towards things that were simple and timeless so I didn’t have to think about keeping up with trends,” says Gosling. The new TAG Heuer Carrera Three Hands Collection is available on the Classic Driver Shop starting today.

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