

RALPH LAUREN

WATCHES & FINE JEWELRY

The Ralph Lauren Automotive Chronograph Watch

The formidable connection between the worlds of automobiles and watchmaking comes to life with the RL Automotive Chronograph Woodbezel Watch. Inspired by Ralph Lauren's own 1938 Bugatti Type 57SC Atlantic Coupe, a symbol of pre-war automotive excellence, the new timepiece merges industrial power with sophisticated design, all with a technical virtuosity that is extremely complex to manufacture.

The RL Automotive Chronograph Watch houses a self-winding mechanical movement made in Switzerland by Jaeger LeCoultre exclusively for Ralph Lauren. It runs at a frequency of 28,800 vibrations per hour with a 65-hour power reserve, and features vertical Côtes de Genève stripes and circular graining, known as perlage. Precision timekeeping is newly exemplified in the chronograph's bi-compax layout, consisting of two 12-hour and 30-minute counting sub-dials. Fine details—like the polished and sandblasted stainless-steel components, and the sapphire crystal caseback with internal anti-reflective treatment—bear the unmistakable signatures of Swiss craftsmanship and Ralph Lauren style.

"The Bugatti 'Atlantic' is probably the most beautiful car in the world, with its unique silhouette, furnishings, finish, styling details," said Ralph Lauren. "One can stare at the 'Atlantic' for hours and always be in awe."

The automobile's artful elegance can be found in the use of Amboyna burl for the bezel—reflecting the hardwood interior trim of luxury cars. Handset screws secure the lustrous bezel defined by rich, swirling grain patterns—a direct reference to the Bugatti's steering wheel. The matte black dial features an interlocking "RL" logo and Super-LumiNova® Arabic numerals, which call to mind the car's softly glowing gauges.

Measuring 42mm for a more refined expression, the new size is complemented by a choice of two interchangeable straps, a black alligator leather or stainless-steel bracelet strap, each secured with a quick release pin bar.