

SEEING RED

Top watchmakers are using bright colors to make bold statements

For even the finest watchmakers, innovation can be limited by the traditional materials used. So when Hublot wanted to push its horological designs, it decided to try something entirely new: timepieces made from incredibly durable ceramics, produced in bright, vibrant colors, like the recently released Big Bang Unico Red Magic. The case and bezel are echoed in the red skeleton dial, flange, and indexes, and the 72-hour power reserve for its self-winding chronograph flyback movement makes this piece as impressive for its engineering as for its design. With a price tag of \$26,200 for this limited edition (only 500 units were made), you truly are getting big bang for your buck.

For years, the horological masters at Parmigiani Fleurier have partnered with supercar manufacturer Bugatti to create stunning watches inspired by the automaker's legendary supercars. Now the Italians have teamed up again, bringing the same level of craftsmanship to the Bugatti Type 390 timepiece. Clients can customize these bespoke watches to match almost any color they can imagine. Parmigiani released this special one-of-a-kind red edition in the same hue as the 2019 Chiron Sport that was on display at this year's Geneva International Motor Show. Constructed from white gold and black carbon, its black nickel dial flange houses red luminescent numerals; it also features a 60-second flying tourbillon and a red Alcantara strap, similar to the interior upholstery of a Bugatti. At roughly \$300,000, the Type 390 is a worthy complement to your new Bugatti—or anything else you badly need to color-coordinate with your wrist wear. —Keith Gordon



FROM TOP: COURTESY OF HUBLOT; COURTESY OF PARMIGIANI FLEURIER

From top: Men's watch, HUBLOT.
Men's watch, PARMIGIANI FLEURIER.
For more information, see page 82.