



## OFFICIAL WATCH PARTNER

### **Introducing the Girard-Perregaux Laureato Green Ceramic Aston Martin Edition**

- **First ever green ceramic Laureato timepiece celebrates partnership between Aston Martin and Girard-Perregaux**
- **The limited-edition timepiece also marks Aston Martin's iconic association with the colour green, from its early heritage in motorsport to today's Aston Martin Racing Green**
- **This exclusive timepiece is presented in a 42mm or 38mm model and will be available from June 2023**

*15 March 2023, La Chaux-de-Fonds:* Aston Martin and Girard-Perregaux proudly present the Laureato Green Ceramic Aston Martin Edition, the first Laureato timepiece to feature a green ceramic case and bracelet. This is the latest collaboration between the prestigious Swiss maison and the British ultra-luxury marque, two institutions with a rich history of creating iconic products that stand the test of time, through excellence in design, materials and craftsmanship.

While some of the materials used for this new timepiece are ultra-modern, the essence of Girard-Perregaux's inaugural 1975 Laureato, which translates to English as "Graduate" and was named following the 1970s film, has been respected. The highly exclusive Laureato Green Ceramic Aston Martin Edition is offered in a choice of two case sizes - 42mm and 38mm - and limited to just 388 and 188 examples.

Sleek, contemporary and notably elegant, the design of the Laureato Green Ceramic Aston Martin Edition encompasses elements inspired by Aston Martin cars, from powerful engines to sleek contours and lightweight construction. It is this latter trait which encouraged Girard-Perregaux to equip this new model with skeletonised 'baton' type hour and minute hands, both light and functional. The watch dial is presented in a cross-hatch design, a diamond-like

pattern found on Aston Martin's original 'AM' logo used from 1921-1926, as well as the quilted leather upholstery found in some of the marque's high-performance vehicles.

In the same way that the timeless design of the Laureato has attracted the admiration of enlightened commentators and watch aficionados, Aston Martin has repeatedly shown its prowess for sculpting iconic shapes that have never lost their appeal. Whether it's a DB4 of the early 60s, a DBS V8 of the 70s or a modern-day Vantage, all models share the same attributes of elegance, luxury and performance.

Aston Martin's iconic association with the colour green began many decades ago, when manufacturers raced in the colours of their country of origin, in this case British Racing Green. Since then, Aston Martin racing cars have competed in various shades of green before resting on the now familiar Aston Martin Racing Green, which adorns its Formula 1® cars. It was a logical conclusion for this co-branded timepiece to be dressed in green, a colour that evokes thoughts of performance and success.

Patrick Pruniaux, CEO of Girard-Perregaux, said: "From the outset, the design of the Laureato was distinctive, yet cohesive. Its styling encompassed geometric, clean-cut lines while exhibiting a slightly gentle character. Contrasting polished and satin finished surfaces, an ergonomic integrated bracelet and, of course, as always, an in-house movement... these are the essential ingredients which have made the Laureato a remarkable success. The same ingredients are much in evidence with the new Laureato Green Ceramic Aston Martin Edition, along with the addition of an interesting, highly contemporary material."

Marek Reichman, Executive Vice President and Chief Creative Officer, of Aston Martin added: "Our goal was to conceive an advanced luxury product. Interestingly, Patrick and I spent a lot of time talking about the folklore of the Laureato and the design play between shape and proportion of its iconic bezel. When he shared GP's exploration into the optical properties of technical ceramics, micro beads and microns, I became quite enchanted by this idea of the past becoming the future. We're always exploring combinations of technology, colour, and materials in Aston Martin sports cars to enrich performance, functionality and owner enjoyment. Together we've fused these ideas and attributes to generate this cool new Aston Martin GP Laureato".

Both Aston Martin and Girard-Perregaux operate within a world of excellence, where time-honoured skills imbue products with a distinctive character and an enduring quality, creating

rare objects that confer lasting appeal. The Laureato Green Ceramic Aston Martin Edition is the latest offering from this unique collaboration, which began in 2021. Presented in a 42mm or 38mm model, the new timepiece will be available to buy worldwide in selected Girard-Perregaux retailers from June 2023.

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### **About Aston Martin Lagonda:**

Aston Martin's vision is to be the world's most desirable, ultra-luxury British brand, creating the most exquisitely addictive performance cars.

Founded in 1913 by Lionel Martin and Robert Bamford, Aston Martin is acknowledged as an iconic global brand synonymous with style, luxury, performance, and exclusivity. Aston Martin fuses the latest technology, time honoured craftsmanship and beautiful styling to produce a range of critically acclaimed luxury models including the Vantage, DB11, DBS, DBX and its first hypercar, the Aston Martin Valkyrie.

Based in Gaydon, England, Aston Martin Lagonda designs, creates and exports cars which are sold in 56 countries around the world. Its sports cars are manufactured in Gaydon with its luxury DBX SUV range proudly manufactured in St Athan, Wales.

Lagonda was founded in 1899 and Aston Martin in 1913. The two brands came together in 1947 when both were purchased by the late Sir David Brown, and the company is now listed on the London Stock Exchange as Aston Martin Lagonda Global Holdings plc.

2020 saw Lawrence Stroll become the company's Executive Chairman, alongside significant new investment, a move that led to Aston Martin's return to the pinnacle of motorsport with the Aston Martin Aramco Cognizant Formula One™ Team and commenced new era for the iconic British marque.

### **About Girard-Perregaux:**

Founded in 1791, Girard-Perregaux is one of the oldest fine watchmaking manufactures still in operation and is appreciated by those in the know. Indeed, the firm's history is dotted with exceptional creations that skillfully blend aesthetics and functionality. These models include the iconic Laureato, born in 1975, as well as the legendary Tourbillon 'With Three Gold Bridges,' a watch that made the invisible visible, transforming bridges from just a technical element to an integral part of the timepiece - a first in watchmaking. Girard-Perregaux's place at the vanguard of horological innovation is confirmed by over one hundred recorded patents together with numerous prizes and distinctions. It remains one of the few watchmakers to retain Manufacture status for over two centuries by mastering all the required horological skills in-house and making watches infused with a notable degree of authenticity. While Girard-Perregaux respects its heritage, it continues to look ahead, embracing new technologies, state of the art materials, and fresh takes on iconic shapes.

As of 2022, Girard-Perregaux has become an independent manufacture of high horology.



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# GIRARD-PERREGAUX



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