



TAG HEUER | KITH
2024

TAG HEUER | KITH

TAG Heuer Formula 1 Collection | 2024

Written by Nicholas Biebuyck





LETTER FROM THE KITH CEO

We can trace our loyalty to a brand through a single moment, or more specifically, a single product. Sometimes this product was more personal to you for sentimental reasons; other times, it had a larger impact on culture as a whole and you were swept up in it. For many people and myself, the admiration for TAG Heuer began with the Formula 1 collection.

The TAG Heuer Formula 1 was a product that not only defined its generation, but transcended time to hold its relevancy decades later. By bridging the gap between so many different subcultures and interests, it changed the way people wore watches. Whether you were a fan of motorsports, a diver or surfer, a teenager looking to buy your first watch, or perhaps an established watch collector looking for something less stodgy, the Formula 1 provided common ground.

When you look at a Formula 1 today, it's easy to understand what makes it ageless. It could be placed in any case of luxury or affordable watches today, and it would still get a

second glance. What is harder to understand, however, is how revolutionary it was in 1986. It was the first of its kind. It was like an alien that had crash-landed on Earth. It arrived when the use of colors in watches was really untapped. Up until that point, watches were focused on luxury materials and suave silhouettes, and above all, accuracy. There had yet to be boldness in the market, as being understated was the goal. That's when TAG Heuer struck gold by creating the perfect balance between bold colors and respected craftsmanship.

When I was thirteen, my parents gave me my first watch: a TAG Heuer Formula 1 with a red case and steel bracelet. Little did my parents know, their gift would spark a lifelong curiosity in me about all the great watch brands, makes, and models. I'd go on to purchase a few more Formula 1's and wore them religiously, albeit not delicately. I still have my original models, which are in complete disrepair. I never let my mother give them away, though, because no matter their condition, they always meant so much to me.

Around three years ago, I approached TAG Heuer about bringing back the original Formula 1, as it had left circulation in the mid-1990s. I shared my story and showed them childhood pictures of me wearing my Formula 1's. TAG Heuer had never released a one-to-one reissue, so I knew it was a big idea for them to consider. The conversations continued over the years until finally, it was time.

My respect and appreciation for TAG Heuer only grew after having the good fortune of working with their team on this collection. It's always inspiring to work with people who are as passionate about the product as I am. Sifting through their archives and reliving the memories I have through some of their past colorways was an experience I won't forget. However, working on our own completely new combinations reminded me why I started this brand in the first place.

Sincerely,
Ronnie Fieg

LETTER FROM THE TAG HEUER CEO

At TAG Heuer, we are lucky to have many iconic families that are much loved by collectors and enthusiasts alike. The Carrera and Monaco are steeped in heritage, while the Aquaracer represents one of the most accomplished expressions of a tool watch.

However, it is the TAG Heuer Formula 1 that holds a special place in many people's hearts, including Ronnie Fieg's. Many of those who work for our brand are often approached by people in a multitude of different situations who want to share their stories about how they came to own a Formula 1 timepiece: it was a graduation gift from parents, a gift to or from a loved one, their first serious watch, a memory of a significant period from their past, or a gateway into the world of Swiss watchmaking that has become a lifelong passion and that has accompanied them throughout their journey.

It has been nearly 40 years since the line was first introduced in 1986 and various iterations have emerged over the years. There is one version, though, that is associated with people's fondest memories: the first generation that launched an icon, with its



brightly colored case, dial, bezels and straps and that left a lasting impression on people from all walks of life.

It would be easy for a watch brand like TAG Heuer to simply copy an original model and put it back into production to meet an insatiable demand that has seen pieces in good condition rising in price. But at TAG Heuer, we love drawing inspiration from our heritage whilst looking to the future, as we did for the Carrera's 60th anniversary – always moving forward and telling new stories to inspire people. So, when Ronnie approached us, explained how important the early references of the collection were to him and shared a picture of himself wearing the watch when he was younger, we felt an instant connection and our team at TAG Heuer could already see a way of telling a beautiful story through a remix of the original, legendary piece.

It has been an immense pleasure for us to partner with Ronnie and the deeply passionate team at Kith to do things we very rarely do or, in some instances, have never done before: reissuing a design by working practically one-on-one, updating our logo to include the name of our collaborator, issuing a number of highly limited colourways for one launch, and even presenting a full box set of the pieces for those who feel a deep connection to the very first TAG Heuer Formula 1.

This year, I joined TAG Heuer – a company for which I have so much affection, admiration, and reverence – and from the moment I heard about the project, it was the one that excited me the most. Understanding our company's incredible connection to motorsport, the important new lease of life the Formula 1 collection gave us at its launch and how emotionally connected so many people are to these watches, it is an honour to be able to write the introduction to a book that is dedicated to this very special revival of an icon.

Sincerely,
Julien Tornare



01. MOTORSPORTS

A LOOK INTO THE HISTORY BETWEEN
TAG HEUER AND MOTORSPORTS.

By Nicholas Biebuyck

One company in watchmaking is the quintessential link to the world of motorsport: TAG Heuer. Worn on the wrist of world champions, a precision timekeeper of performance in the top classes of motorsport, the benchmark to tell teams when they are at their best, TAG Heuer has been a part of the automotive universe for over a century.

THE TIME KEEPER OF MOTOR RACING

The worlds of watchmaking and cars are seen as two intertwined disciplines that are so comparable that partnerships between the two seem predestined. The need for avant-garde technologies, the focus on precision, and the myriad of captivating characters that are drawn to the respective universes make it clear why there is so much cross-over between the two worlds.

When it comes to horology, one name stands above all others for its near century-long relationship to motorsport: TAG Heuer and its forebearer Heuer. Since soon after the inception of the company, the ecosystem surrounding the automotive industry has been inextricably linked to the brand and has driven it to become the name synonymous with motor racing.

There is a clear idea that engineering ingenuity is essential on the track in the manufacture of a watchmaker, but there is also art in these mechanical objects: the old saying “if it looks right, it goes right” rings true whether it is a motor or a spring driving the object. Throughout the history of Heuer and TAG Heuer, the company has been guided by personalities that have balanced the left brain and right brain to conceive designs that are the bleeding edge of technology as well as objects of beauty in their own right.

A QUEST FOR PRECISION

Founded in 1860 by 20-year-old Edouard Heuer in Saint-Imier, Switzerland, the company was born from a young entrepreneurial spirit. Edouard focused on the demand for a reliable and precise timekeeping device, acquiring patented technologies and putting innovations into commercial production, thereby quickly building a solid reputation. By the end of the 19th century, Heuer was already focusing on the chronograph as a complication; this decision turned out to be prescient, as the 1900s would herald the arrival of the automobile and aviation.

In 1911, Heuer debuted the Time of Trip, the first dashboard-mounted chronograph used in early planes, airships and cars. Soon after, the wrist-worn chronograph entered the catalog. A major moment occurred in 1916 when the company launched the Mikrograph, the first stopwatch accurate to 1/100th of a second. This was a dramatic leap forward in the world of timekeeping, giving Heuer the duty of timing at the Olympic games in the following years, becoming the de facto timing standard at major sporting events.

1933 witnessed the arrival of a new range of dashboard instruments from the Maison named Autavia – a portmanteau of the words Automobile and Aviation – clearly indicating which disciplines the company was targeting. All these threads were woven together in the second half of the 20th century to create a rich tapestry that would permanently connect Heuer and motor racing.



Timekeeping legend and Heuer employee, Jean Campiche, operating the famous Heuer Le Mans Centigraph for Scuderia Ferrari, circa 1975.

A GOLDEN AGE

In the late 1940s and 1950s, the company doubled down on the chronograph, discontinuing time-only watches to focus on the complication and developing new, more robust models. With screw-down case backs, larger case sizes to allow for a larger, more legible dial, pronounced crowns and pushers to facilitate use – and often presented with luminous dials and hands enhanced by a tachymeter scale (a way to measure speed easily) – these watches were marketed to “Air pilots, Doctors, Drivers, Engineers, Rallyists, Sportsmen, and Technicians.” This was just the beginning of a new era for the brand and the wristwatch chronograph.

In 1958, another young Heuer – this time Jack Heuer – joined the family business at the age of 25. A recent graduate from the prestigious Eidgenössische Technische Hochschule in Zurich, he was first entrusted with the mission of setting up the US subsidiary. With a passion for design and culture, as well as for fast cars, Jack was well placed to expand the business in unimaginable ways.

Hearing the music, seeing the way people dressed, reading the magazines, and taking in art in Manhattan, he quickly gained an understanding of what the American consumer wanted from a Swiss watch. Hiring a PR agency and putting together some smart advertisements, Jack could see that motorsports enthusiasts were ideal customers to focus on: they appreciated mechanical objects, needed precision timing devices, and had disposable income to deploy.

TAKING OVER MOTORSPORT

In 1962, with a clear vision for a new sports chronograph designed for racing drivers and having an ideal name in the company portfolio, Jack launched the celebrated Autavia wristwatch, which would quickly find its way onto the wrist of Jochen Rindt.

In the same year, having ingratiated himself with Sports Car Club of America by providing them with timing



Ferrari driver Jacky Ickx in his racing suit, wearing the Heuer Easy Rider with his name on the dial, circa 1974.

equipment, Jack found himself at the 12 Hours of Sebring in Florida. Spending time in the garage of the North American Racing Team operated by Luigi Chinetti, the US importer for Ferrari, Jack met the parents of Pedro and Ricardo Rodríguez, the famous Mexican racing drivers. The mother and father regaled Jack with stories from the legendary Carrera Panamericana road race, the ultimate test of strength and bravery for man and machines. The name would resonate with Heuer and lend itself to a new collection of chronographs – a more elegant counterpart to the utilitarian Autavia.

By the late 1960s, Heuer had made great technical strides for both timekeeping and wristwatches. In 1966, the company presented the Microtimer, the first device capable of timing to 1/1000th of a second, and on March 3, 1969, it launched the first commercially available automatic chronograph movement, the Calibre 11. Both of these innovations would lay the foundation for two revolutionary steps.

AMBASSADORS & TEAM SPONSORSHIPS

To promote the new automatic chronograph models, Heuer had decided to sponsor an up-and-coming racing driver who was the son of a farmer from Fribourg, Switzerland and went by the name of Jo Siffert. It was decided to tease the new watches and place the name Chronomatic on the side of his entries. This was the first time a watch brand had engaged an ambassador in this way and placed its logo on a car. It was just the beginning.

In 1971, Scuderia Ferrari, after a championship drought that had persisted since 1965, had a new car, a new team, and new drivers. To develop the program and benchmark the results, Ferrari had broken ground on a dedicated test track exclusively for their use in Maranello; it was called Fiorano. Who else to turn to for timekeeping equipment to install at the circuit – and also to follow the Formula 1 and endurance racing teams around the world – but Heuer?

The company ended up providing the purpose-built

Le Mans Centigraph for free in exchange for logo placement on the cars; it had to pay the drivers to ensure the Heuer shield would also be present on their racing suits, with Jack smartly deciding to gift each of the drivers the incredible solid-gold Carrera 1158. Once Ferrari was victorious again, going on to win four constructors' and three drivers' championships, these watches took on an almost mystical quality as good-luck charms sought after by every driver in the paddock, becoming the uniform of success.

NEW OWNERSHIP

While the early 1980s were challenging for the company, the decade witnessed the birth of TAG Heuer in 1986. The new ownership of the illustrious Swiss watchmaker by Techniques d'Avant-Garde group would prove serendipitous, as it also owned the McLaren Formula 1 team and therefore had an intimate understanding of motorsports, providing the ideal platform to launch the newly reborn brand.



Jack Heuer with Ferrari Formula 1 drivers Niki Lauda and Clay Regazzoni at the Heuer factory in Bienne, circa 1973.



Jack Heuer with Ferrari Formula 1 drivers Niki Lauda and Clay Regazzoni at the Heuer factory in Bienne, circa 1973.

The partnership became one of the most enduring in the history of motorsports, witnessing eight drivers' championships for the legendary names of Prost, Senna, Häkkinen and Hamilton, five constructors' championships and a relationship so tightly formed that Ron Dennis, team principal at McLaren, would sit on the board of TAG Heuer.

From 1992 to 2004, TAG Heuer was the official timekeeper for Formula 1, in an era when this was not just a naming right but in fact leveraged the company's decades of expertise to provide the timing services that made the racing more visceral for those watching on TV screens around the world as the sport's popularity surged.

Since 2016, TAG Heuer has sponsored Oracle Red Bull Racing, which has seen a further three drivers' championships and two constructors' championships, bringing the tally for the Swiss watch brand to

11 constructors' championships and 14 drivers' championships across three spectacular eras at the pinnacle of motor racing.

There are hundreds more anecdotes that prove the indelible link between TAG Heuer and motor racing. Steve McQueen wearing a Monaco in Le Mans, his love letter to motorsport, our multi-decade interactions with Porsche, which we made official in 2021, the plethora of models in the company archives dedicated to the discipline, including Silverstone, Rally-Master, Daytona, Monza, Camaro, and Jacky Ickx Easy Rider, our sponsorship of the historic road rallies Carrera Panamericana and Targa Florio today – all of these further reinforce one simple point:

TAG Heuer is motorsport.



02. HISTORY OF THE ORIGINAL TAG HEUER FORMULA 1 COLLECTION

BEHIND THE DESIGN AND CREATION OF THE FIRST GENERATION OF TAG HEUER FORMULA 1 WATCHES.

By Nicholas Biebuyck

A new start for a storied brand requires a reboot: a new collection and an icon that encapsulates the cultural moment while celebrating history. Enter the TAG Heuer Formula 1.

A LEGENDARY ORIGIN STORY

Imagine walking past your local watch retailer in the late 1980s. A sea of grey, black and white, this monotone existence was punctuated by an explosion of color: alongside the staid window displays of the major brands at the time, there stood a burst of reds, yellows, greens, blues, pinks and many more hues – a rainbow in the shape of the TAG Heuer Formula 1.

This watch would define a whole generation and be the first love in watchmaking for many of us, the inaugural iteration of the TAG Heuer Formula 1 arrived at a defining moment, with the world emerging from a prolonged period of global strife and economic challenges. The children coming of age at this time needed to define themselves and at last, they had fashion, music and culture to provide this expression, as a means of a colorful, optimistic and vibrant projection into the future.

EMERGING FROM HARD TIMES

It is essential to keep in mind the context in which the original TAG Heuer Formula 1 collection was born in 1986. The Swiss watchmaking industry was reeling after an exceptionally difficult period known as the Quartz Crisis, which was a time of malaise that set in from the mid-1970s as a variety of factors battered the economic landscape for one of Switzerland’s proudest exports.

With the arrival of inexpensive quartz watches from Asia following the debut of the Seiko Astron in 1969, major Swiss brands were initially dismissive of this technology, saying that consumers would not be interested in electronic timekeepers that needed their batteries changed and were very expensive at the time of launch.

But with the scaling-up of production, as accuracy improved, battery life increased and prices decreased, an existential threat emerged for one of Switzerland’s defining products. It had been business as usual in the watchmaking sector for nearly 200 years, and as a



A period TAG Heuer Formula 1 chronograph advertisement, circa 1989.

result, manufacturing had remained a cottage industry with many small suppliers producing tiny components. Compared to vertical integration in Japan, it was profoundly inefficient: if one piece was not available, then production would stop, unlike in Asia where raw materials entered one end of the factory and finished watches exited the other end.

Alongside this were challenges facing the largest watch market in the world: the United States of America. Following the post-War economic boom of the 1950s and 1960s, the US was the most prominent driver of business for many watch brands, meaning that much of their marketing and sales efforts had been poured into the region to capitalize on its wealthy and knowledgeable consumers. But as an oil crisis arrived, war raged in Vietnam, and a deep recession set in, resulting in stagflation.

All this was combined with Nixon decoupling the US dollar from global currencies, resulting in huge volatility for denominations including the Swiss Franc, such that one day, a company would make a profit on its product and the next day, it would see a loss. This was a sizeable challenge that many companies struggled to overcome, including Heuer.

THE BIRTH OF THE FORMULA 1

Heuer had built an exceptional reputation for precision watches, particularly chronographs, due in no small part to its connections to motorsport; it also had expertise in electronic watches thanks to its professional timekeeping divisions. But after 122 years as a family business across four generations, the brand would change ownership in 1982 following a hostile takeover by a competitor who saw its technical expertise, global distribution network, and incredible brand recognition as fertile ingredients for a revival.

The first watches under the new management were carry-overs from previous collections, such as the 1000 series of dive watches and the existing Autavia line; they also included bizarre new designs dreamt up by external design agencies as best exemplified by the Executive and Series 3000 collections. But thanks to its headquartering in Biel/Bienne – where a new upstart company called Swatch also had its head office – Heuer had a front-row seat to the emergence of a new segment-defining category: affordable Swiss quartz watches.

While Heuer had previously attempted to come up with a more affordable watch, in particular with the Jacky Ickx Easy Rider in the early 1970s, it was the advent of new

technologies allowing for more reliable wristwatches that heralded a new era. With the new supply chain unfolding before its eyes and aware of the opportunities this could bring, the company asked designer Eddy Burgener to dream up a new aesthetic and take advantage of the compact dimensions of the new quartz movements and the advent of new materials to craft a design that would look like nothing else that had come before.

With polybutylene terephthalate, more commonly known as Arnite, used as a case and bezel material, a vast array of colors could be unlocked with enough resistance to wear that they would have premium quality distinguishing the watch from the inexpensive quartz watches that had emerged thus far, creating the image of a product that was closer to traditional watches but in a new modern guise.

Rubber straps made the watch wearable across a range of wrist sizes and instructions were included in the box to explain that they could be cut to length for smaller wearers. Two case sizes – 28 millimeters and 34 millimeters – were also available at the time of launch, making it clear that the new model was intended for the wrists of young and old, males and females alike.



A TAG Heuer picture showing trackside logo placement with McLaren Formula 1 car in foreground, circa 1989.



An original TAG Heuer Formula 1, reference 387.513, circa 1986.

TAG HEUER SA

As developments were taking place in the early 1980s, the current owners of Heuer were looking for a way out. In 1985, the proprietor met with a friend, Akram Ojeh, the owner of the engineering, aviation and hospitality conglomerate Techniques d'Avant Garde, who was keen to get the letters of TAG onto a European luxury brand.

Having already sponsored the Williams Formula One team, including for the championship-winning 1980 and 1982 seasons for Alan Jones and Keke Rosberg, TAG had acquired a stake in McLaren in 1983 for what would become one of F1's most defining relationships. Together with his son Mansour, Akram had become intimately familiar with motorsport's most prestigious class and enjoyed the lifestyle associated with it. From their time in the pit lane, they had seen the Heuer logo emblazoned on the cars of Ferrari and the famous Centigraphe Le Mans timing device in nearly every garage, so they could see a fit with the brand.

Still, the Ojeh family was apprehensive. They had no experience running a watch manufacturing company and had little experience operating a business in Europe at the time, so they were hesitant about the takeover. When the graphics of the two logos were combined, with the Swiss red of the Heuer shield below the green of TAG with its famous arrow-tipped G at the top, worries were assuaged and the acquisition was agreed.

With the new company TAG Heuer SA coming into existence on January 1, 1986, a new product was required to launch the new business. Fortunately, there was just such a collection waiting in the wings. Given the joint DNA of both TAG group and Heuer in the world of motorsport, a name for the collection clearly emerged: the TAG Heuer Formula 1. Much of its development had already taken place, but there was still time to integrate the new TAG Heuer logo into the strap and dial although interestingly, the crown of the first generation was still signed Heuer.

TO MARKET

And so it was that in early 1986, the TAG Heuer Formula 1 debuted, instantly causing a storm. Arriving in an array of shades, with the famously jarring red case, green bezel and strap being of particular significance as the unifying colors of TAG and Heuer, it was a rainbow that had never existed in the prestigious world of Swiss watchmaking before.

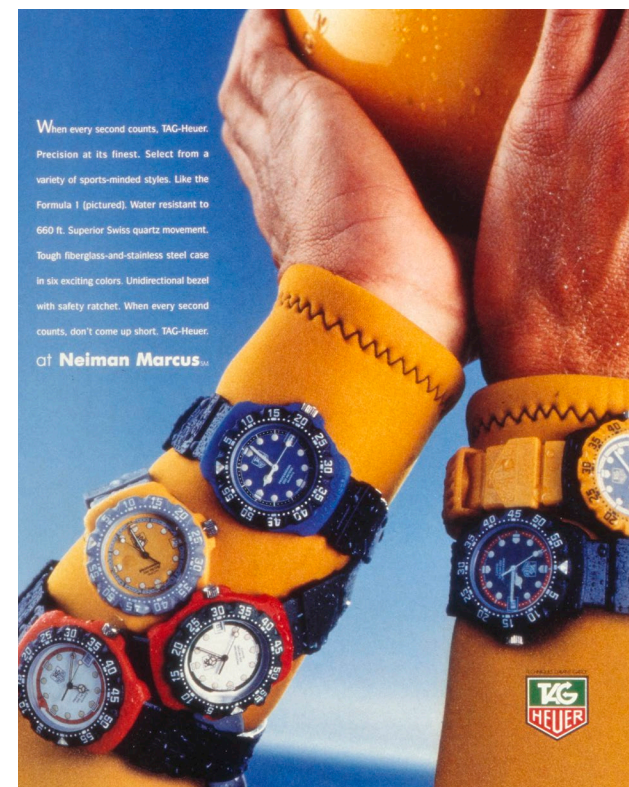
Embracing aqua blue, cream, vibrant pink, bright red and vibrant yellow to name just a few colorways, it was like nothing the world had seen before. With its inclusive case sizes, steel case and more restrained black options, and luminous dials aiding night-time visibility, the Maison's traditional utilitarian approach was combined with the dawn of a colorful new era, perfectly encapsulating its optimism.

The collection was profoundly successful, going on to sell more than three million units; chronographs and steel bracelets were added to the collection in 1988 and 1991, respectively. With iconic advertising showing Ayrton Senna alongside the McLaren red and black colorway, surfers extolling the virtues of the water-resistant case, and with a selection of pieces photographed on the arms of a diver,

it was clear that the target audience was people with an appetite for risk who were rebelling against the status quo and were destined to perform.

It is hard to imagine a watch that could more perfectly encapsulate the age in which it rose to fame. As hip-hop was emerging as a musical genre; neo-expressionism was defining the art world through the likes of Jean-Michel Basquiat, Keith Haring, and Georg Baselitz; as fashion was being reimagined by Azzedine Alaïa, Jean Paul Gaultier, and Thierry Mugler; and as broader pop culture was influencing society with TV shows such as Miami Vice and the music of Michael Jackson, the TAG Heuer Formula 1 arrived amidst a perfect storm of societal change and a cultural shift that could not have been foreseen but impacted the world in unimaginable ways.

There have been very few times in history when a company from a relatively small, land-locked nation has been able to embody the zeitgeist in such a succinct way; but the TAG Heuer Formula 1 is proof that great ideas will always emerge as a movement on a global scale and can have a profound lasting impact that will resonate across decades.



A period TAG Heuer advertising and catalog pages, circa 1986.

03. THE ARCHIVE

A DEEPER LOOK INTO THE TAG
HEUER FORMULA 1 CATALOG.

By Nicholas Biebuyck

Within the TAG Heuer archive in Switzerland there resides one example of each of the original TAG Heuer Formula 1 models in new-old-stock condition. A rainbow of delight, carefully assembled over years, here for the first time we present every reference featured in the catalog from 1986 to 1995.



TAG HEUER FORMULA 1 — 384.513

35MM — Dial: White — Year: 1986 | 1987

The idea of making a bright red and green watch might seem unusual to many, but it was a symbol of the new brand: the red of the original Heuer shield and the green from the lettering of TAG. The TAG Heuer Formula 1 collection would provide the perfect foundation for combining colors across the strap, case, bezel and dial, leading to an array of hues that had not been seen in watchmaking before.



TAG HEUER FORMULA 1 — 362.508
28MM — Dial: Navy — Year: 1986 | 1987



TAG HEUER FORMULA 1 — 385.513
35MM — Dial: White — Year: 1986 | 1987



TAG HEUER FORMULA 1 — 388.513
35MM — Dial: Navy — Year: 1986 | 1987



TAG HEUER FORMULA 1 — 382.513
35MM — Dial: Yellow — Year: 1986 | 1987



TAG HEUER FORMULA 1 — 381.513
35MM — Dial: Blue — Year: 1986 | 1987



TAG HEUER FORMULA 1 — 363.508
28MM — Dial: Aqua — Year: 1986 | 1987



TAG HEUER FORMULA 1 — 387.513
35MM — Dial: Cream — Year: 1986 | 1987



TAG HEUER FORMULA 1 — 361.508
28MM — Dial: Cream — Year: 1986 | 1987



TAG HEUER FORMULA 1 — 380.513
35MM — Dial: Black — Year: 1986 | 1987



TAG HEUER FORMULA 1 — 383.513
35MM — Dial: Black — Year: 1986 | 1987



TAG HEUER FORMULA 1 — 372.513
35MM — Dial: Luminous — Year: 1986 | 1987



TAG HEUER FORMULA 1 — 371.513
35MM — Dial: Luminous — Year: 1986 | 1987



TAG HEUER FORMULA 1 — 360.508
28MM — Dial: Pink — Year: 1986 | 1987



TAG HEUER FORMULA 1 — 370.513
35MM — Dial: Blue — Year: 1986 | 1987



TAG HEUER FORMULA 1 — 373.513
35MM — Dial: White — Year: 1986 | 1987



TAG HEUER FORMULA 1 — 373.508
28MM — Dial: White — Year: 1986 | 1987



TAG HEUER FORMULA 1 — 370.508
28MM — Dial: Blue — Year: 1986 | 1987



TAG HEUER FORMULA 1 — 372.508
28MM — Dial: Luminous — Year: 1986 | 1987



TAG HEUER FORMULA 1 — 364.508
28MM — Dial: Pink — Year: 1988



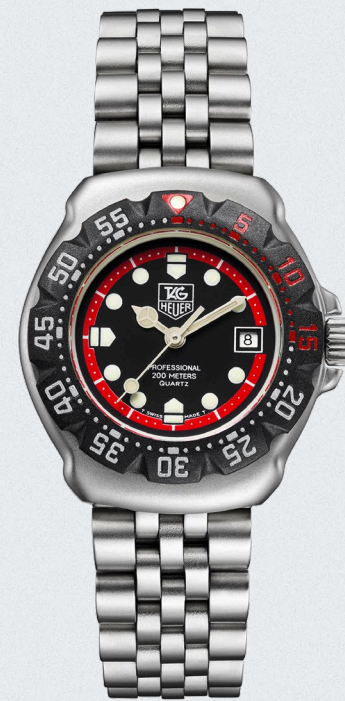
TAG HEUER FORMULA 1 — 365.508
28MM — Dial: Fuscia — Year: 1988



TAG HEUER FORMULA 1 — 371.508
28MM — Dial: Luminous — Year: 1986 | 1987



TAG HEUER FORMULA 1 — 385.513/85
35MM — Dial: White — Year: 1988



TAG HEUER FORMULA 1 — 374.508
28MM — Dial: Black — Year: 1988



TAG HEUER FORMULA 1 — 471.513
37MM — Dial: Black — Year: 1988



TAG HEUER FORMULA 1 — 472.513
37MM ——— Dial: Grey ——— Year: 1988



TAG HEUER FORMULA 1 — 470.513
37MM ——— Dial: Blue ——— Year: 1988



TAG HEUER FORMULA 1 — 383.508
28MM ——— Dial: Black ——— Year: 1991



TAG HEUER FORMULA 1 — 375.508
28MM ——— Dial: Black ——— Year: 1991



TAG HEUER FORMULA 1 — 374.513
35MM ——— Dial: Black ——— Year: 1991



TAG HEUER FORMULA 1 — 380.508
28MM ——— Dial: Black ——— Year: 1991



TAG HEUER FORMULA 1 — 375.513
35MM ——— Dial: Black ——— Year: 1991



TAG HEUER FORMULA 1 — 377.508
35MM ——— Dial: Black ——— Year: 1991



TAG HEUER FORMULA 1 — 377.513
28MM ——— Dial: Black ——— Year: 1991



TAG HEUER FORMULA 1 — 376.513
28MM ——— Dial: Black ——— Year: 1991



TAG HEUER FORMULA 1 — WA1218
35MM ——— Dial: White ——— Year: 1995



TAG HEUER FORMULA 1 — WA1418
28MM ——— Dial: White ——— Year: 1995



TAG HEUER FORMULA 1 — 376.508
35MM ——— Dial: Black ——— Year: 1991



TAG HEUER FORMULA 1 — 382.513K
35MM ——— Dial: Blue ——— Year: 1992



TAG HEUER FORMULA 1 — WA1219
35MM ——— Dial: White ——— Year: 1995



TAG HEUER FORMULA 1 — WA1419
28MM ——— Dial: White ——— Year: 1995



04. TAG HEUER | KITH

THE CAMPAIGN.

By Nicholas Biebuyck

How does a storied company such as TAG Heuer reintroduce an original icon? Paying homage to the birth of a new genre in watchmaking with an almost one-to-one reissue of first series pieces through a beautiful collaboration. Working hand-in-hand with Kith, the new collection is a testament to what a true friendship can create.



05. THE COLLECTION

THE ORIGINALS ARE BACK.

By Nicholas Biebuyck

The TAG Heuer | Kith collection marks the first-ever reissue of the iconic timepiece. These new models maintain the authentic spirit of the watch but with massively upgraded materials. With clear direction from Ronnie Fieg, the decision was made to use the classic 35-millimeter format. The original supplier of the case and mold from 1986 was used to make these new pieces inextricable from the version collectors fell in love with decades ago. The case and bezel are still made from Arnite, but the plastic crystal has been replaced with sapphire glass, and the plastic strap updated to rubber.

Kith and TAG Heuer have also merged their logos to create a reworked version of the classic insignia; another first in the Swiss watchmaker’s history. This logo is seen on the dial, rubber strap, and caseback. The dial also includes Kith’s motto “Just Us,” while the caseback bears a repeating Kith monogram.

Fieg worked closely with TAG Heuer to create ten color combinations, referencing a few of his favorite archival colorways while designing originals for the others. Seven are exclusive to Kith, each paying tribute to one of the brand’s global flagships, including New York, Miami, Los Angeles, Hawaii, Tokyo, Paris, and Toronto. TAG Heuer boasts two exclusives featuring shots of color in vibrant blue and green. The tenth model is shared between Kith and TAG Heuer, featuring a black bezel with red accents.

While each one of these is a collector’s item in their own right, Kith and TAG Heuer have also created a very special option for the die-hard enthusiasts. The Collector’s Edition comes with all ten watches packaged in a luxury box set and is limited to seventy-five pieces. Kith will carry twenty-five of these box sets, while TAG Heuer will carry the other fifty.



35MM STAINLESS STEEL BRACELET EDITION

Paying homage to the materials offered during the original launch of the first-generation TAG Heuer Formula 1 in 1986, Kith and TAG Heuer have chosen to create three stainless steel bracelet editions within their ten-watch collection. The robust material is also utilized for the cases, while the original five-link bracelet design has been completely re-engineered to improve quality. Color is injected into these three models through the contrast bezels and dials, which reference the palette from the TAG Heuer Formula 1 catalog.

- Material:** Stainless Steel
- Movement:** Quartz
- Diameter:** 35mm
- Crystal:** Sapphire



To most people, the watches will be indistinguishable from the first-generation TAG Heuer Formula 1, thanks to the use of the original schematics in the production of these new pieces. But upon closer inspection, the subtlety of the collaborative details can truly be admired, such as the Kith Heuer logo and the "Just Us" motto on the dial, as well as the specially engraved caseback.



35MM RUBBER BRACELET EDITION

One of the revolutionary aspects of the original TAG Heuer Formula 1 was the utilization of vibrant colors. The color palette gave both established watch collectors and younger enthusiasts more options for self-expression during an era when watches felt very traditional. This was accomplished through the introduction of Arnite as a case material, as well as matching plastic bracelets. While these new collaborative versions still utilize Arnite, the plastic straps have been upgraded to a higher quality rubber, built to last longer and wear better. Additionally, they feature the Kith Heuer logo.

- Material:** Arnite, Stainless Steel, Rubber
- Movement:** Quartz
- Diameter:** 35mm
- Crystal:** Sapphire



Five of the ten watches from the collection utilize Arnite for the cases, thus allowing for a creative spectrum of colors. However, the stainless steel case also appears in a stealthier form for the TAG Heuer Formula 1 | Kith Green and TAG Heuer Formula 1 | Kith Blue models, with black PVD coating applied. These modern pieces continue the philosophy of upgrading, with the sapphire crystal and specially developed rubber straps replacing the plastic of the original.





TAG HEUER FORMULA 1 | KITH — GLOBAL

Ref: WA121F.BA0023

Edition: 1350 Pieces

Diameter: 35MM

Movement: Quartz

Crystal: Sapphire

Case: Stainless Steel



TAG HEUER FORMULA 1 | KITH — PARIS

Ref: WA126B.BT0006

Edition: 350 Pieces

Diameter: 35MM

Movement: Quartz

Crystal: Sapphire

Case: Stainless Steel



TAG HEUER FORMULA 1 | KITH — LOS ANGELES

Ref: WA121P.BA0023

Edition: 350 Pieces

Diameter: 35MM

Movement: Quartz

Crystal: Sapphire

Case: Stainless Steel



TAG HEUER FORMULA 1 | KITH — MIAMI

Ref: WA126D.BT0008

Edition: 250 Pieces

Diameter: 35MM

Movement: Quartz

Crystal: Sapphire

Case: Arnite



TAG HEUER FORMULA 1 | KITH — NEW YORK

Ref: WA126A.BT0005

Edition: 250 Pieces

Diameter: 35MM

Movement: Quartz

Crystal: Sapphire

Case: Arnite



TAG HEUER FORMULA 1 | KITH — TOKYO

Ref: WA126B.BT0006

Edition: 250 Pieces

Diameter: 35MM

Movement: Quartz

Crystal: Sapphire

Case: Arnite



TAG HEUER FORMULA 1 | KITH — HAWAII

Ref: WA126E.BT0009

Edition: 250 Pieces

Diameter: 35MM

Movement: Quartz

Crystal: Sapphire

Case: Arnite



TAG HEUER FORMULA 1 | KITH — TORONTO

Ref: WA126C.BT0007

Edition: 250 Pieces

Diameter: 35MM

Movement: Quartz

Crystal: Sapphire

Case: Arnite



TAG HEUER FORMULA 1 | KITH — GREEN

Ref: WA121L.BT0014

Edition: 825 Pieces

Diameter: 35MM

Movement: Quartz

Crystal: Sapphire

Case: PVD Steel



TAG HEUER FORMULA 1 | KITH — BLUE

Ref: WA121J.BT0012

Edition: 825 Pieces

Diameter: 35MM

Movement: Quartz

Crystal: Sapphire

Case: PVD Steel



THE TAG HEUER FORMULA 1 | KITH COLLECTION RELEASES ON MONDAY, MAY 6TH, AT ALL GLOBAL KITH LOCATIONS, SELECT TAG HEUER LOCATIONS, [EU.KITH.COM](https://eu.kith.com), [CA.KITH.COM](https://ca.kith.com), [KITH.COM](https://kith.com), AND THE KITH APP.

