

TAG Heuer Alec Monopoly Special Edition

*The first watch designed by the man appointed
as the brand's "Art Provocateur".*

#TAGHeuerisart

Mexico, 16th October 2017: A hip artsy crowd gathered at Condesa, Mexico City's trendy neighbourhood and home of established and up and coming artists to join an event hosted by TAG Heuer, the Swiss avant garde watchmaker. The American street artist Alec Monopoly transformed an art space into his workshop. The guests got a closer look into his creative process. Alec was putting finishing touches to a canvas in tribute to the Mexican solidarity and strength after the devastating earthquake of September 2017.

Commissioned by TAG Heuer and titled "Fuerza México" the artwork will be donated to the Global Gift Foundation. Additionally, Alec intervened a TAG Heuer tourbillon which will be auctioned at the Global Gift Gala on November 1st 2017. The purchases of both auctions will also raise funds for Mexico's relief efforts.

This was the perfect occasion for Christian Weissbach, President of TAG Heuer for Latin America and the Caribbean and Karim Santiago, Director of TAG Heuer in Mexico, to introduce Alec Monopoly's first TAG Heuer special edition. Since accepting TAG Heuer's invitation as brand's "Art Provocateur", Alec Monopoly has immersed himself in each of the company's creative processes, infusing them with his infectious fearlessness.

A groundbreaking spirit is starkly evident in the Formula 1 model unveiled by the watch brand today, which literally has the American street artist's stamp all over it. Mr. Monopoly, the diminutive and debonair banker that the artist depicts in different scenarios, appears on the dial. The watch's brushed steel case, black rotating bezel and black rubber strap are deliberately understated to allow the dazzling colours of Alec Monopoly's design to shine through. The case-back is engraved with the "ALEC" logo.

Alec Monopoly offered insight into his special edition: *"I have always had a passion for watches and I was really looking forward to work with the TAG Heuer teams on my special edition. I'm so happy today to be able to present a piece in my own image that reflects my creativity."*

Jean-Claude Biver added: *"Alec Monopoly was appointed as more than just an Ambassador; his role is that of 'Art Provocateur'. This is a fully rounded partnership in which Alec is infusing the brand with his art and vision, and we are extremely proud of this first creation."*

A highly original and colourful piece in the image of Alec Monopoly, sure to seduce street art fans. This special edition is exclusively available at Berger Joyeros, Polanco, CDMX. Price point \$ 26,990 Mexican pesos.

Technical details:

Reference	WAZ1117.FT8023
Movement	Quartz
Case	41 mm diameter in brushed steel Unidirectional rotating bezel with 60-minute scale, in steel with black PVD coating and alternating finishes Sapphire crystal Screw-down crown in steel with black PVD coating and steel protection Screw-on case back in steel with specially engraved "ALEC" logo
Dial	Alec Monopoly dial Black flange with 60-second/minutes scale Faceted, polished and rhodium-plated hour and minute hands Red polished and rhodium-plated second hand Date aperture at 3 o'clock TAG Heuer Formula 1 logo
Water-resistance	200 metres
Strap	Black rubber with brushed steel buckle and TAG Heuer shield.

About TAG HEUER

TAG Heuer, the avant-garde of Swiss watchmaking since 1860. TAG Heuer has been striving since then to push the boundaries further, inventing timepieces for those who love to defy convention. This technical expertise was harnessed at a very early stage for achieving extreme accuracy, particularly in the creation of exceptional chronographs. Under the leadership of Jean-Claude Biver, CEO of TAG Heuer and President of the LVMH Group Watch Division, the new models, including the connected watch, reveal a new dynamism: faster lead times and developments, and a completely transformed environment. TAG Heuer is currently the only watch brand to be able to communicate in the four different worlds: Art, Lifestyle, Sport and Heritage. Our partnerships in sport, with the Formula 1 Red Bull Racing team, the Monaco F1 Grand Prix, the FIA Formula E Championship, the Indy 500 in Indianapolis, and legendary races including the Pikes Peak and Carrera Panamericana; in football with Manchester United, the English Premier League, the German Bundesliga, the Spanish La Liga, the French premiere league, Major League Soccer in the USA, the Chinese Football League, the Japanese Premier League, the Asian Cup, and the Australian Men's National Football team; in cycling with the professional BMC Racing team, the Tours of Abu Dhabi and Dubai, the Cadel Evans Great Ocean Road Race in Australia, the Giro d'Italia and the Tour of California; and our ambassadors, living football legend Cristiano Ronaldo, trendsetting it-girls Bella Hadid and icons of electronic music David Guetta and Martin Garrix, surfing champion Kai Lenny, American star quarterback Tom Brady, Australian actor Chris Hemsworth, Patrick Dempsey... all share the brand's core values: teamwork, ambition and a taste for challenge which also drive TAG Heuer to go beyond the traditions of the watchmaking industry. Our slogan #DontCrackUnderPressure is much more than an affirmation: it is a state of mind. TAG Heuer is an LVMH Group company. For more information, visit [tagheuer.com](https://www.tagheuer.com)

Instagram : @tagheuer, Twitter : @TAGHeuer, Facebook : <https://www.facebook.com/TAGHeuer>

[#TAGHeuerIsMusic](#)

TAG Heuer Caribbean and Latin America - Media relations:

Lise Drouilly – lise.drouilly@tagheuer.com – T. +1 305 442-7231 ext. 112