

SUNGLASSES FOR SENNA

TAG Heuer Avant-Garde Eyewear pays tribute to a legend

Jan Tegler
8 April 2014



Nineteen-eighty-eight was a seminal year for Ayrton Senna. The legendary Brazilian racing driver joined the famed McLaren Honda team alongside Alain Prost and won the first of his **three world championships**. He also became a TAG Heuer brand ambassador that year - a widely celebrated association that was to last until his untimely death in 1994.

For 2014, TAG Heuer Avant-Garde Eyewear updates its Senna sunglass collection with a new Senna Limited Edition in honour of the man many consider the best racer ever. Just 614 pairs will be produced - one for each world championship point Ayrton Senna scored during his decade-long Formula One career.

Hand assembled in France, this special issue combines advanced and traditional materials in a sporting, elegant design worthy of Formula One's most iconic pilot. Made of Monel, a highly corrosion-resistant and durable blend of nickel alloys, the frame is covered with a black PVD coating with satin finishing.

Supremely flexible elastomer was chosen for the glasses' temples, yielding terrific comfort and perfect hold. Sheathed in hand stitched, black calf leather, the precision of TAG Heuer's authentic eyewear craftsmen is manifest in the logo embossed in the temple's leather via a patented process.

Precision grey, 'category-three' polarised lenses (also produced in France) deliver a crisp, faithful rendering of colours. Shock-resistant and anti-reflective, they're treated with an additional 'ORION' coating to repel water, oil and dirt.

As a further tribute to TAG Heuer's most renowned ambassador, a percentage of earnings from each Limited Edition sold goes directly to the Ayrton Senna Institute in Brazil to help fund programs for education.

INSIDER KNOWLEDGE



My philosophy is if you are a designer with a lot of passion for your job, your job is 24 hours a day, so when I have a good idea it stays in my mind.

Luca Nichetto - Italian furniture designer

15 MARCH 2013

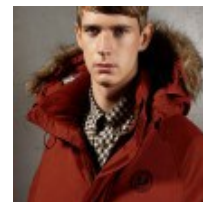


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