



MONACO 69



*Packaging Design for TAG Heuer Monaco 69 watch
Shah Rukh Khan limited edition*

TAG Heuer is a leading producer of prestigious Swiss sports watches and chronographs sold under one of the world's most widely recognized luxury brand names.

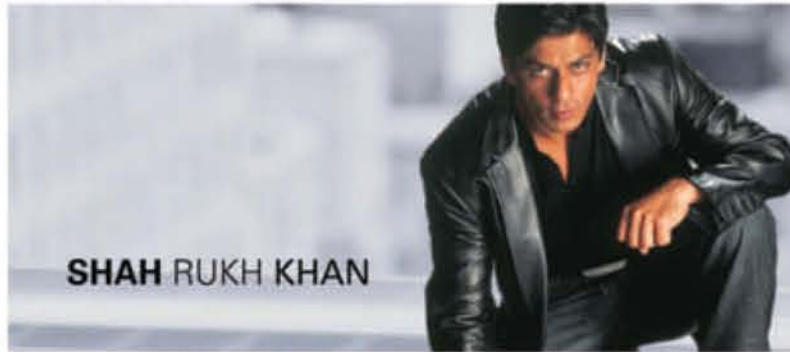
Tracing its roots to a workshop founded in 1860 by Edouard Heuer, TAG Heuer have a long tradition of technological innovation in precision timepieces including stopwatches and water-resistant watches. TAG Heuer watches have provided official time keeping for major sporting events such as the 1920 Olympic Games and FIA Formula 1 World Championship.

TAG Heuer Monaco 69 Mens watch

Features

- ~Automatic Chronograph Movement*
- ~Reversible Analog and Digital interfaces*
- ~Mainly black in colour, the watch is set in a stainless steel case and has a leather strap*

Monaco 69 has a fully reversible watch face and features a digital display on one side and an analog display on the other



Brand ambassador

The 2 interfaces of the watch, analog and digital, the kinematics behind the mechanism were the inspiration for the packaging of the box. Some of these concepts were of the yin-yang, black-white, night-day.

For the details of the box and materials and colours, the visual language of the watch was kept in mind.



*In another concept, the packaging was visually designed on the lines of a **Vintage Cigar Box**, something a gentleman can associate with.*

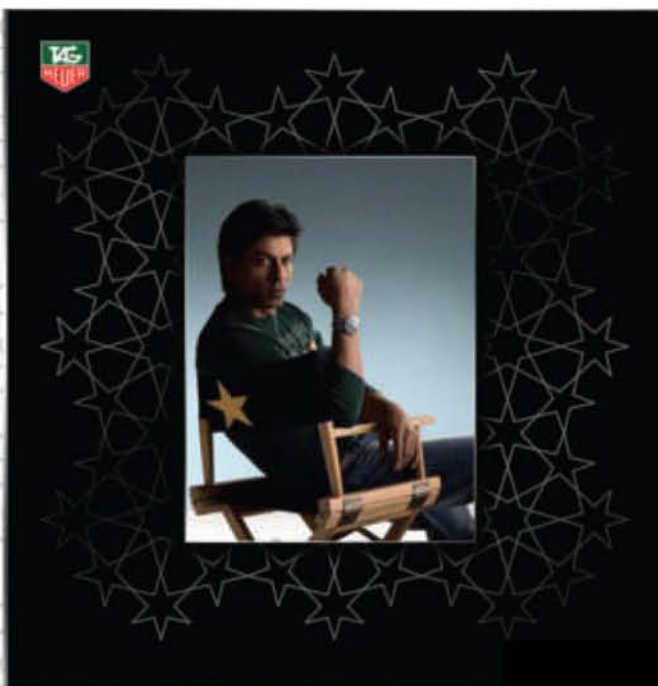


A small curio or an accessory for Men can go as part of the collateral that goes with the watch.





Islamic Patterns were an inspiration for the graphics on the packaging as well as the graphic collateral that went with the watch



Final Packaging

Features

- ~ The packaging was sophisticated yet minimal.
- ~ Black wooden box, matt finish
- ~ Leather cushioning on the interior surfaces of the box
- ~ Islamic pattern screen printed on the top surface of the box
- ~ Metal inserts and metal hinges for details on the box
- ~ Shah Rukh Khan signature imbossed on the surface of the box

