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Stories News

Introducing the Singer Reimagined Track1 Hong Kong Edition



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To many car fanatics, Singer is a familiar name being associated mainly with Singer Vehicle Design and its founder Rob Dickinson. Since 2009, the company has been customizing Porsche 911 cars as well as restoring vintage ones.

Last year, Singer set foot into the watchmaking world with Singer Reimagined and their first watch, the **Track1 Chronograph**. Singer Reimagined was born out of the encounter between Rob Dickinson and Marco Borraccino, an Italian watch designer based in Geneva and former Head of Design for Officine Panerai, in Milan.



From left: Italian Watch Designer, Marco Borraccino and Singer Vehicle Design Founder, Rob Dickinson

Together with the help of master watchmaker, Jean-Marc Wiederrecht and his AgenGraphe calibre, they *reimagined* (pun, thoroughly intended) the chronograph by putting it at the center of their timepiece. The Track1 Chronograph was their launch model, then followed a Track1 Geneva Edition, and finally the Track1 Hong Kong Edition, released this year as their third model.



Singer Reimagined Track1



Singer Reimagined Track1 Geneva Edition



Singer Reimagined Track1 Hong Kong Edition



From left: Jean-Marc Wiederrecht, Rob Dickinson and Marco Borraccino

Seeing their timepieces for the first time can be quite disorienting as the center dial is not what you use to tell the time but what is used as the chronograph counter. What's special here, is that the 0-60 scale means that you can time events up to 60 hours! The hour, minute and seconds hands, thereafter, let you read the elapsed time of the chronograph like a normal time-only watch.

To tell the actual time, two discs around the perimeter of the watch line up with the time marker at six o'clock to allow you to read it.



The real beauty of the watch though, reveals itself when you flip the watch over and discover the AgenGraphe movement for the first time. By looking at it through the sapphire caseback I wouldn't blame you for thinking that this is a manual winding calibre. In reality, this is the sapphire caseback movement placed on the dial side, clearing the view for you to admire the intricacies of the AgenGraphe, in fullness.



The AgenGraphe movement

If you look at the launch model of the Track1, the chronograph center dial is very reminiscent of a speedometer of a car and the overall vintage look and styling of the watch, especially with that cushion case, the watch is clearly inspired by the '70s, linking the automotive and horological worlds. The launch model had a 43mm titanium case.



The Geneva Edition of the Track1 brought out an 18-karat yellow gold case and a thinner 0-60 scale further out from the center of the dial. Marco explains that this was to refine the look of the watch, to refine it, as well as giving a more prominent place to the Singer logo.



Singer Reimagined Track1 Geneva Edition

The current and third version of the watch, the Track1 Hong Kong Edition, unveils a matte black ceramic aluminum case with the crown and pushers in grade 5 titanium, which are treated with a black DLC coating. On the dial side, the bright orange tachymeter scale separates the peripheral time of day and the central chronograph counter, while the textile strap complements the sporty look of the piece.

The Singer Reimagined Track1 Hong Kong Edition is a limited to just 50 pieces, priced at CHF 44,500 (before relevant taxes).



Singer Reimagined Track1 Hong Kong Edition