

# PORSCHE DESIGN

## Media Alert

Orlando Bloom and Porsche Design celebrate the unveiling of a new Chronograph 1 edition and retail partnership with the Watches of Switzerland Group

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July 24, 2025

**WHO:** Orlando Bloom, Ferdi Porsche, Porsche Design (Stefan Buescher, CEO of Porsche Lifestyle Group) and Watches of Switzerland (David Hurley, Deputy CEO of The Watches of Switzerland Group)

**WHAT:** Porsche Design, joined by Orlando Bloom and Ferdi Porsche, hosted an exclusive evening with Watches of Switzerland to unveil Porsche Design's newest timepiece edition, the Chronograph 1 – 1975 Limited Edition in titanium that pays tribute to the first uncoated stainless-steel Chronograph 1 that was launched exactly 50 years ago in 1975.

Hosted at Watches of Switzerland's SoHo Flagship and attended by over 200 watch aficionados, tastemakers and members of the Porsche community the evening brought light to Porsche Design in New York with a dynamic visual representation of the brand's rich heritage and a focus on the new limited-edition timepiece. In addition to the watch launch, the event celebrated Porsche Design's new brand ambassador, Orlando Bloom, and ushered in an exclusive retail partnership with the Watches of Switzerland Group in the U.S. Prior to the highlight of the evening, the unveiling of the Chronograph 1 – 1975 by Orlando Bloom and Ferdi Porsche, nephew of Porsche Design founder F. A. Porsche, guests learned more about the heritage of Porsche Design timepieces during a panel conversation with Ferdi Porsche and Orlando Bloom who spoke about their mutual passion for Porsche and mechanical wristwatches. Following the reveal, guests enjoyed a delightful cocktail event, featuring DJ Bri Lessie, and had a chance to experience the new watch at the "Try-On Watch Bar."

**WHEN:** Wednesday, July 23<sup>rd</sup>, 2025

PORSCHE DESIGN OF AMERICA, INC.

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**WHERE:** Watches of Switzerland SoHo (New York)

**PHOTOGRAPHY CREDIT:** BFA (Darian DiCianno)

[LINK TO IMAGES](#)

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**About Porsche Design:**

In 1963, Professor Ferdinand Alexander Porsche created one of the most iconic design objects in contemporary history: the Porsche 911. Following his vision to take the principles and myth of Porsche beyond the automotive world, he created the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design language can still be seen in all Porsche Design products today. Every Porsche Design product stands for extraordinary precision and perfection, boasts a high level of technological innovation and seamlessly combines intelligent functionality and puristic design. Created by Studio F. A. Porsche in Austria, our products are sold worldwide in Porsche Design stores, high-end department stores, exclusive specialist retailers and the official online store ([shop.porsche.com](https://shop.porsche.com)).

**For regular updates on Porsche Design, please follow:**

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