

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Launches New Leather Straps for Chronograph 1

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June 2026

A New Look for Two Icons

Stuttgart, Germany. Porsche Design expands its Chronograph 1 lineup and, from June, introduces the Chronograph 1 – All Black Numbered Edition and the Chronograph 1 – All Titanium Numbered Edition with high-quality leather straps. Until now, both timepieces were available exclusively with a titanium bracelet matching the respective case finish—black-coated or glass bead-blasted. The four new leather strap options in the original Porsche colors—Black, Guards Red, Classic Cognac, and Dark Night Blue—offer additional design choices and give customers even greater freedom to express their personal style and preferred wearing experience.

Strap with Porsche DNA

The straps are made from genuine Porsche automotive leather and yarn, the same materials used in the interiors of the sports cars. The decorative stitching is executed in matching tones. The straps are fitted with a special mechanism combining a pin buckle and a butterfly clasp. The external, visible pin buckle gives the strap a classic look. The standout feature is the hidden inner butterfly clasp with side pushers, which is virtually invisible. It allows for quick, effortless, and secure putting on and removing the watch. The pin buckle enables precise adjustment of the strap length. Once set to the desired length, there is no need to open or close the pin buckle, significantly reducing wear on the high-quality leather. The clasp is made entirely of titanium and finished in the same way as the case (glass bead-blasted or black-coated).

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The leather straps will also be available individually, giving customers who already own a Chronograph 1 with a titanium bracelet the option to add new looks to their timepiece. Thanks to the quick-change mechanism, which has been featured on all straps since the relaunch of the icon in 2022, they can be swapped in seconds without using any tools.

Evolution of an icon

The Chronograph 1 – All Black Numbered Edition and the Chronograph 1 – All Titanium Numbered Edition pay homage to two design icons with which Professor Ferdinand Alexander Porsche shaped watchmaking history in the 1970s. With the Chronograph I in 1972, he brought the same visionary mindset to watchmaking that had previously shaped his design of the legendary 911 sports car: form and function as an inseparable unit. The Chronograph I, inspired by the dashboard of the Porsche 911, was the first fully black timepiece—a radical departure from the conventions of its era and a milestone in design and functionality. Three years later, F. A. Porsche combined the deep black dial for the first time with an uncoated, brushed stainless steel case.

50th Anniversary Reissues

Five decades later, in 2022, Porsche Design brought back the original as the Chronograph 1 – 1972 Limited Edition. Featuring the classic Porsche Design logo and a closed case back, the 500-piece limited edition faithfully referenced the historic original. Technically, the icon was fully up to date: crafted entirely from titanium and equipped with the Porsche Design Caliber

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WERK 01.140, a bespoke chronograph movement with COSC certification. Since 2023, the Chronograph 1 – All Black Numbered Edition has been a permanent part of the collection. It features subtle updates: the dial bears the current Porsche Design logo, and the case back is made of hard-coated sapphire crystal with sevenfold anti-reflective coating on both sides. The Numbered Edition concept limits production to a maximum of 1,000 pieces per year. The consecutive numbering makes each watch unique.

Following this concept, Porsche Design celebrated the uncoated Chronograph I in 2025 with the Chronograph 1 – 1975 Limited Edition, powered by the Porsche Design Caliber WERK 01.240, featuring a flyback function and COSC certification. The 350-piece limited edition reimagined the original 1975 design in uncoated, glass bead-blasted titanium, featuring the historic Porsche Design logo on the dial. Since April, the Chronograph 1 – All Titanium Numbered Edition has been a permanent part of the Porsche Design collection. This reissue also comes in a small-batch series, limited to a maximum of 1,000 watches per year, with consecutive numbering on the case back that makes each piece unique.

Leather strap with Porsche signature

Previously available with titanium bracelets matched to the case finish, the Chronograph 1 – All Black Numbered Edition and the Chronograph 1 – All Titanium Numbered Edition are now complemented by four high-quality leather straps, offering new options for a personalized style at an attractive price point. The Chronograph 1 – All Black Numbered Edition and the Chronograph 1 – All Titanium Numbered Edition with leather straps will be available from June 2026, priced at €6,950 and €6,450 (RRP) respectively, on [porsche.com](https://www.porsche.com), in Porsche Design Stores, at participating Porsche Centers, and through selected watch retailers.

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Technical Specifications

	Chronograph 1 – All Black Numbered Edition	Chronograph 1 – All Titanium Numbered Edition
Movement	Caliber: Porsche Design WERK 01.140 Complications: Chronograph, day and date display (bilingual German and English) COSC certification Diameter: 30.00 mm Height: 7.90 mm Half-oscillations: 28,800 per hour [4 Hz] Power reserve: 48 hours Jewels: 25	
Case	Material: titanium Finish (=surface treatment): black titanium carbide coating	Material: titanium Finish (=surface treatment): glass bead-blasted
	Diameter: 40.80 mm Height: 14.15 mm Crown and pushers: titanium, screw-down crown Case back: sapphire crystal Laser engraving on the case back: consecutive numbering Water resistance: up to 10 bar (dynamically)	
Glass	Sapphire crystal with hard-coating, scratch-proof and sevenfold anti-reflective on both sides	
Dial	Black with white numerals and indices; white minute and hour hands, red chronograph second hand, small second sub dial at 9 o'clock, 30-minute counter at 12 o'clock, 12-hour counter at 6 o'clock, day and date window at 3 o'clock, Super-LumiNova® on hour and minute hands and indices	
Strap	Material: calf leather (original Porsche interior leather) Color options: Black, Guards Red, Classic Cognac, Darknightblue Clasp: titanium butterfly clasp in case finish Alternatively: titanium bracelet matching the case finish Clasp: titanium folding clasp with fine adjustment in case finish	

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	Quick-change mechanism	
Price (RRP)	6,950 €	6,450 €
Reference		
Black	6043.7.01.001.12.3	6043.7.02.001.12.3
Guards Red	6043.7.01.002.12.3	6043.7.02.002.12.3
Classic Cognac	6043.7.01.003.12.3	6043.7.02.003.12.3
Darknightblue	6043.7.01.004.12.3	6043.7.02.004.12.3

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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 (porsche-design.com).

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