

PANERAI

# TELLING TIME & SO MUCH MORE

BY DANIELLA SUCAPANE

Watches have historically been known for their utilitarian purpose: telling time; but today, they are used for so much more. A watch around your wrist not only keeps time, but is used as a fashion accessory, and even further, a strong statement about your personality. A watch should capture who the person wearing it is and reflect who they would like to be. It is for this reason that Panerai watches has achieved such great status and success. No other brand of watches stands for the same rich history, quality of materials, and rugged yet elegant design, as Panerai.



With its beginnings in Florence, Panerai watches has a unique story, as one of their first clients was the Royal Italian Navy. It is due to the strict demands of the navy that the watches have superior quality and can include features like faces that are visible in the dark, and even being functional underwater. The quality of the watches, along with the story behind this company resonate with many watch enthusiasts, and so only the truest of fans of the brand have called themselves the Paneristi.



What is it exactly that makes people feel so devoted to Panerai? Perhaps it is because wearing one of these watches makes you feel as though you are part of an exclusive club, as Panerai brands its submersible line of watches as being for the “Modern Hero”, or perhaps it is due to the design of the watch. Although emulating an overall rugged appearance, the watches remain classic and simple, with only the hands and a few numbers exposed on the dial. The color palettes used keep to more natural shades, with blacks, bronzes, browns, silvers, and occasionally blues, covering the watch. The straps are made with premium materials, such as alligator and calf leather, steel or titanium or natural rubber.

If the story behind Panerai, along with their high quality and stunning design sparks your interest...perhaps it is time for a new watch!

