



The Submersible QuarantaQuattro eSteel's recycled materials do not compromise its 300m water resistance

TIME TO CHANGE

Panerai continues its commitment to a more sustainable industry with a new eco-friendly watch made from recycled materials, the Submersible QuarantaQuattro eSteel

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Sustainability is a topic that is on everyone's minds, and in recent years the luxury industry has made great strides in taking a more considered approach. However, it's a continually evolving process that takes time, vision, investment and, importantly, transparency. This is something that Panerai understands well, with a top-to-bottom approach from the operations of its high-tech manufacturing facilities in Neuchâtel, Switzerland, to the construction of its products.

Its Laboratorio di Idee was set up to rehaul traditional notions of watchmaking, utilising cutting-edge research and development and boundary-pushing use of materials.

Among the most promising creations born from this creative thinking was the Submersible eLAB-ID, a non-production concept watch unveiled last year. This unique piece had the highest percentage of recycled material in a watch ever, accounting for 98.6 per cent of its weight.

It is this expertise that Panerai has applied to the latest pieces it is able to bring to market, including the new Submersible QuarantaQuattro eSteel, available from Panerai boutiques and online. A balance has been struck between responsible sourcing and the maintenance of performance and precision. The watch has 72g of its

137g weight made from recycled materials: 52 per cent of the total. This is thanks to the use of eSteel, made from 95 per cent recycled steel scraps. It has the same properties that make conventional steel a favourite in the horological world, including strength and resistance to corrosion.

With a history supplying the Italian Navy, Panerai takes its diving watches seriously. The highly reliable P.3000 automatic calibre has a substantial three-day power reserve, while the watch is water resistant to 300 metres and comes equipped with a unidirectional rotating bezel. For the latter, the watchmaker has, for the first time,

opted for a high-gloss ceramic, which pairs handsomely with the polished dial in a gradient finish, available in hues of green, anthracite and blue.

Just as much thought has been put into the strap itself: two eco-friendly options are included, which can be switched with the supplied tools. The first is composed of a fabric made from recycled PET, with 7.8g of the total strap made from recycled materials (68 per cent). Meanwhile the sporty second option uses high-quality recycled rubber. Whichever the choice, rest assured you're playing a small part in a more sustainable future. ●

£9,300; panerai.com