HUBLOT F1 KING POWER CERAMIC LIMITED EDITION

The latest Formula 1 watch from Hublot — the official F1 racing watch since 2010 — recalls performance disc brakes with its carbon-fiber bezel topped with a drilled ceramic ri \$23,900, at Hublot, Beverly Hills and Madison Avenue.



AUDEMARS PIGUET ROYAL OAK OFFSHORE SEBASTIEN BUEMI AP honors Swiss F1 driver

Sebastien Buemi with a watch that pairs a titanium case with a rugged ceramic bezel and also incorporates his favorite racing helmet color, yellow; \$37,200, at Westime, Beverly Hills, and Audemars Piguet, New York. Producer **Doug Ellin** is a fan of the brand.

VIVA ONE MEEK

This limited edition, which pays tribute to the famed Stowe Circuit at English racing venue Silverstone, boasts a carbon-fiber-accented case and rubber

tire-tread strap; \$11,550, at Westime, Los Angeles, and Kenjo, New York.

WHEN **EVERY** SECOND

ARMIN STROM
RACING ONE WEEK ---The watch's mostly aluminum

lightweight components are recycled from melted-down engine blocks of Marussia FI race cars that have seen action; \$27,500, at David Orgell, Beverly Hills.

Formula 1 racing — which hits the Riviera on May 27 with the 70th Monaco Grand Prix is fueling a new brand of driving watch By Laurie Kahle

TAG HEUER MONACO V4

This limited-edition titanium-ceramic piece is powered by unprecedented belt-driven, engine-inspired movement; \$65,000, at Feldmar, Los Angeles,

AST YEAR, THE MONACO GRAND PRIX, the world's most glamorous auto race, drew the likes of Jason Statham, Kim Kardashian and Richard Branson. Now, with the 70th edition revving up May 27, fans can track lap times with a new field of watches carrying the imprimatur of famous races, tracks and drivers. Today's speed-obsessed timepieces, which have come a long way since Steve McQueen wore a Tag Heuer Monaco in 1971's *Le Mans*, take design cues from — and use high-tech materials inspired by — Formula 1 and other circuits. Watchmaker Armin Strom's Racing One Week goes so far as to use aluminum melted down from Marussia F1 car engines, while Hublot's F1 King Power boasts a rugged ceramic case that could walk away from a crash without a scratch. Says Hublot chairman Jean-Claude Biver of the growing number of such collaborations, "The foundations of Formula 1 make the perfect marriage — racing is about precision and the intricate details that make every second count."