

THĒLIOS

TAGHEUER

SUMMER 2025
COLLECTION

KAI LENNY



01.

**SUMMER 2025
COLLECTION**



MAISON KNOWLEDGE

01. A new global **partnership** on & off the tracks
FORMULA 1 AND TAGHEUER BECOME OFFICIAL PARTNERS



02. Patrick Dempsey as a new EYEWEAR worldwide ambassador BRING THE CATEGORY TO A NEW RESONNANCE

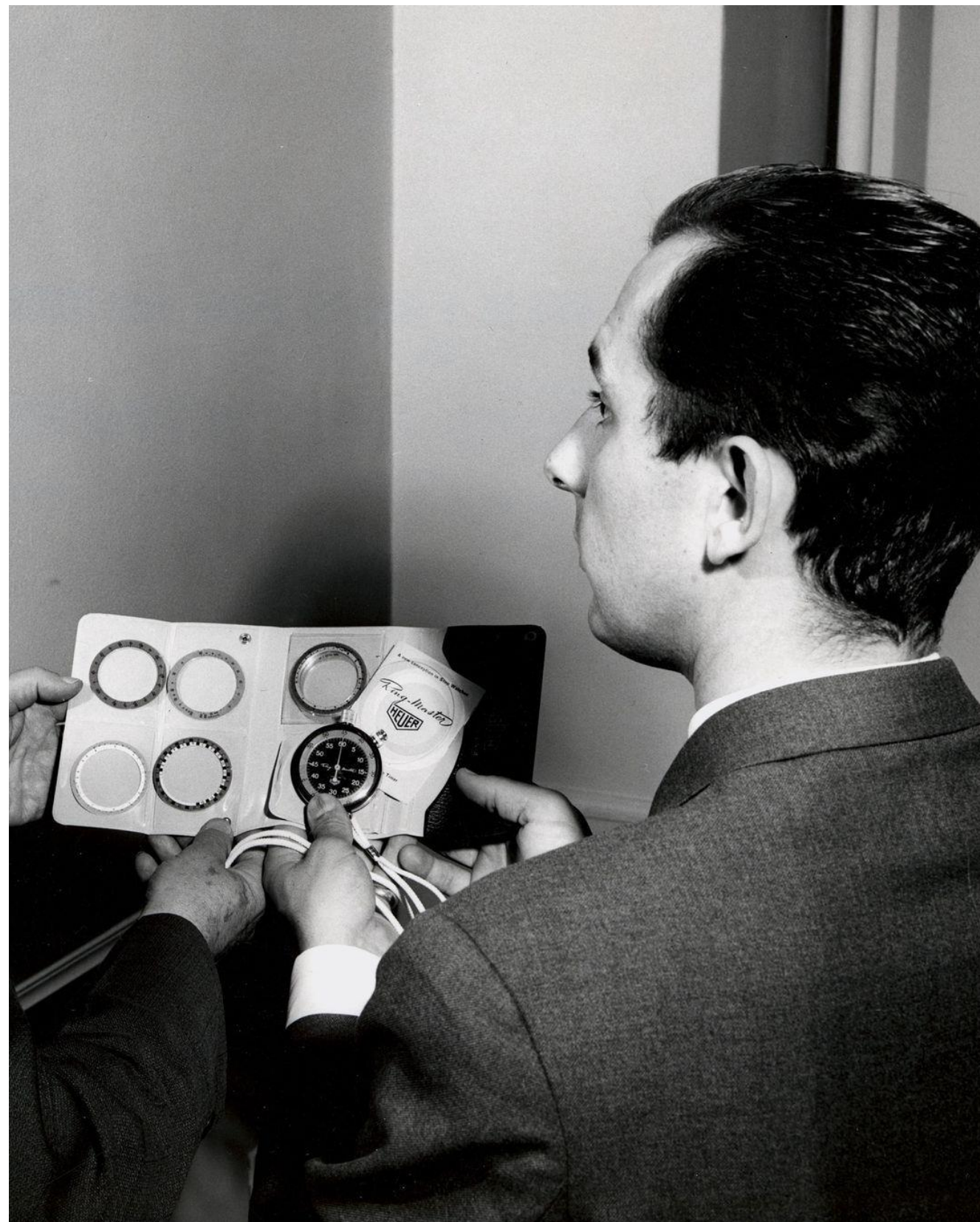


A Hollywood actor, philanthropist, and father, Patrick Dempsey is also an accomplished race car driver, always ready to take on a challenge.

"There's a rush before you get in the car. It's the same thing, like stepping on stage."

Over the years, Dempsey and his team scored brilliant podium finishes, taking 3rd place in the GT Class of the 24 at Daytona and 2nd place at the prestigious 24 Hours of Le Mans.

03. Jack Heuer, a founder that was PAVING THE WAY FOR INNOVATION



Since taking over the family business in 1961, Jack Heuer became a *pioneer* of **avant-garde** design, prestigious **motorsport** partnerships, & a **cutting-edge vision** that inspired a golden age of timepieces.

Along with an undeniable **influence** in the watchmaking world, he has played an abundance of vital roles throughout the evolution of the Maison, contributing to the very essence of excellence that still exists **today**.

EYEWEAR COLLECTION KEYPOINTS

New *entry-price* heritage line
PRESENT ESSENTIAL



Launch a *high-end* line
JACK H. IN TITANIUM



Expand our *elegant* universe
MINI VINGT SEPT & VINGT SEPT SPORT



Animate the new *pillars*
SHIELD URBAN & FLEX TITANIUM



FOLDABLE BIO-RUBBER STYLE

INSPIRED BY CARRERA FOUNDER

NEW RIMLESS INTERPRETATIONS

NEW STYLE & COLOR ADDS

PRODUCT DEEP DIVE

PRODUCT MIX

17 NEW STYLES

9 SUN
8 OPT

59 MATERIALS

29% Bio-Nylon
20% Bio-Rubber
23% Carbon Bio-Nylon
28% Titanium

COLOR ADDITIONS

SUN: 1 Style (2 new colors)
OPT: 1 Styles(2 new colors)

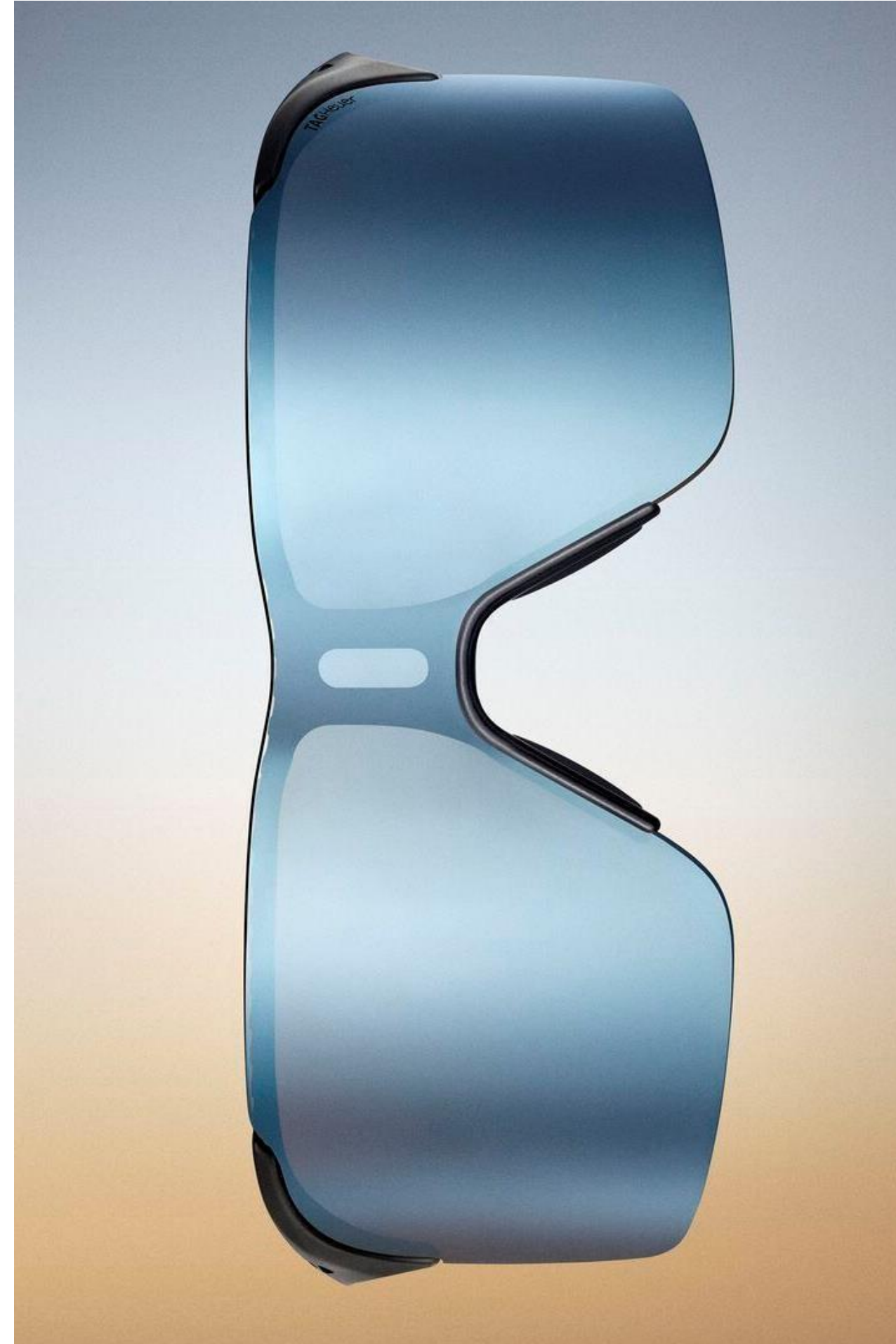
SWISS DESIGN
MADE IN **ITALY**

AVAILABILITIES

- **Availability CS (Verona): W50** (Mid December 2024)
- **Availability SS (Verona): W10** (Beg March 2025)
- **Launch BTQ (In-Store): Beg April 2025**
- **Delivery KA + WHS (Verona): W14** (Beg April 2025)

02.

SUN STYLES



THĒLIOS

EYEWEAR COLLECTION OVERVIEW

PRO

SPORT

DAILY

PERFORMANCE



NEW: JACK HEUER
+2 STYLES



NEW: ESSENTIAL
+2 STYLES



NEW CONCEPTS:

VINGT SEPT SPORT
+1 STYLE

MINI VINGT SEPT
+3 STYLES



NEW CONCEPT:

SHIELD URBAN
+1 STYLE



FLEX TITANIUM
+1 COLOR ADD
(2 COLORS)



Launch a *timeless* high-end line

NEW LINE

JACK H.

INTRODUCING 2 STYLES

THĒLIOS

JACKH.

Product Deep Dive



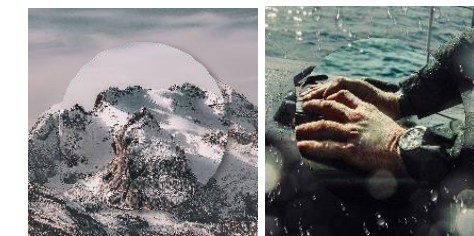
& his timeless style

Classic & elevated

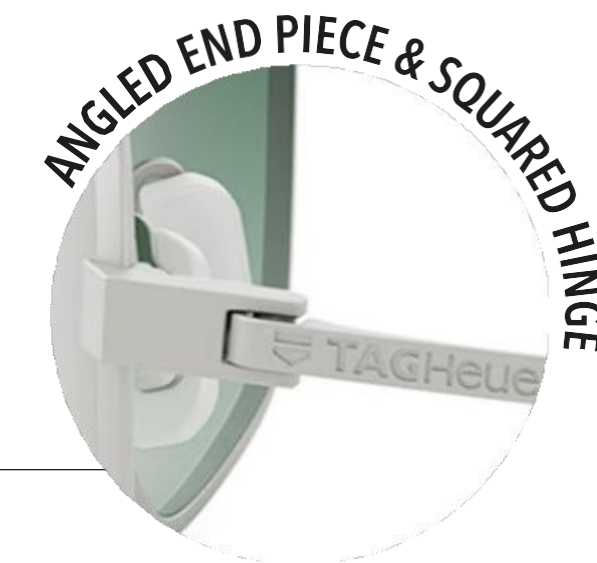


Hypoallergenic, Durable & Light

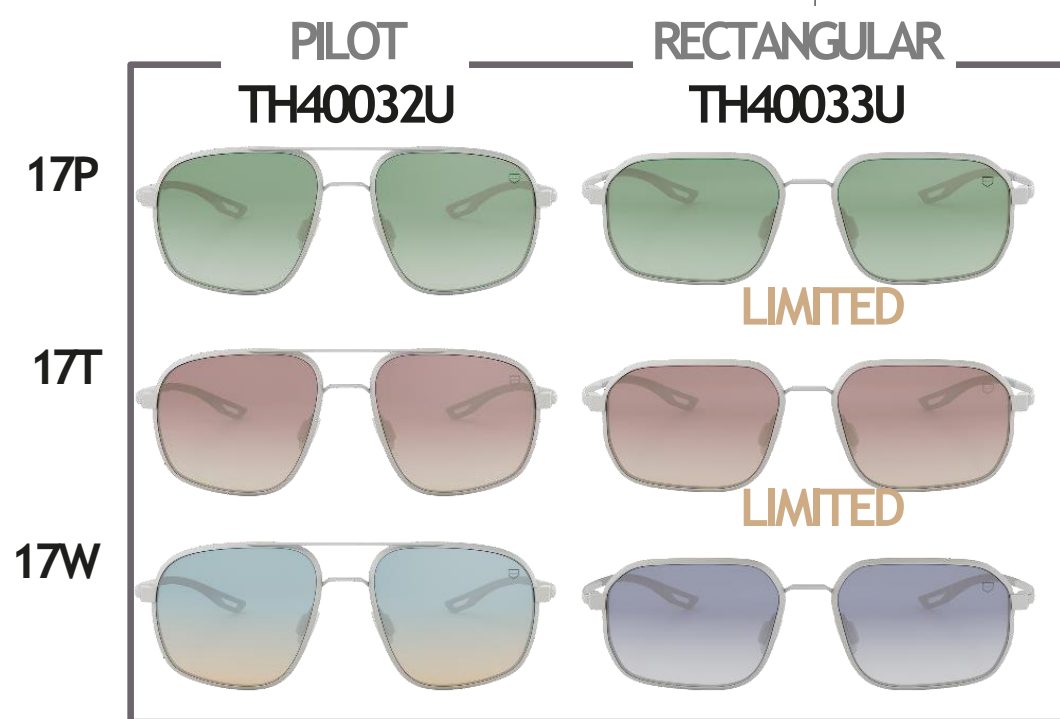
Lenses treatments:
High-contrast & Hydrophobic



DAILY



Engraved subtle logo



RX-able

CITY COLORS WITH VINTAGE ALLURE

Inspired by the work of artist Sabine Marcelis



COMFORTABLE BIO NYLON TIPS

& Adjustable nose pads

THĒLIOS

TAGHEUERSUMMER 2025 COLLECTION

JACK H | TH40032 U



17P
Matte Natural Titanium Frame
gradient green flash Lenses



17T
Matte Natural Titanium Frame
gradient bordeaux flash Lenses



17W
Matte Natural Titanium Frame
gradient azure flash Lenses

Technical details

U 55 4 18 150 RX-able



TAGHEUERSUMMER 2025 COLLECTION

JACK H | TH40033 U



17P
Matte Natural Titanium Frame
gradient green flash Lenses
LIMITED



17T
Matte Natural Titanium Frame
gradient bordeaux flash Lenses
LIMITED



17W
Matte Natural Titanium Frame
gradient dark blue flash Lenses

Technical details

U 55 4 17 150 **RX-able**

Look for colorful *bio-rubber*



NEW LINE
ESSENTIAL

INTRODUCING 2 STYLES

THĒLIOS

ESSENTIAL

Product Deep Dive



FOLDABLE, COLORFUL & RUBBERIZED



A classic vintage inspired family

TAG HEUER SIGNATURE COLORS



Adjustable temples



Comfortable, Flexible & Colorful

DAILY

Lenses treatments:
High contrast & Hydrophobic

SQUARED HINGE FOR A FOLDABLE STYLE

Contrasting colorful logo – Microinjected for relief

	SQUARE TH40038U	RECTANGULAR TH40039U
02A		
05A		
09N		
17V		

2 SPECTA LENSES AVAILABLE



Perfectly balanced polarization treatment



RXABLE WITH LONGER SCREWS



& Adjustable nose pads

RX-able

THĒLIOS

TAGHEUERSUMMER 2025 COLLECTION

ESSENTIAL | TH40038 U



02A

Matte Black & rubber red Frame
solid smoke Lenses



05A

Matte Black & rubber black Frame
solid smoke Lenses



09N

Matte Black Ruthenium & grey rubber
Frame
solid green Lenses

Technical details

U 56 4 17 145 **RX-able**

TAGHEUERSUMMER 2025 COLLECTION

ESSENTIAL | TH40039 U



02A

Matte Black & rubber red Frame
solid smoke Lenses



05A

Matte Black & black rubber Frame
solid smoke Lenses



17V

Matte Palladium & rubber blue Frame
solid blue Lenses

Technical details

U 56 4 17 145 **RX-able**











Expand our *elegant* universe

NEW CONCEPT
VINGT SEPT SPORT

INTRODUCING 1 STYLE

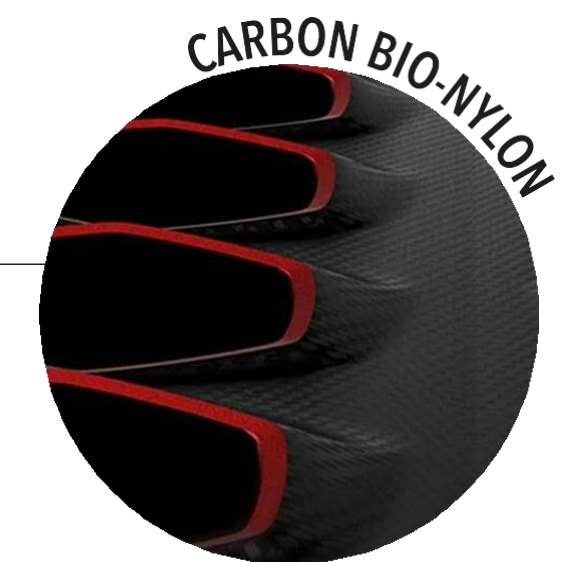
Existing offer

VINGT SEPT			VINGT SEPT XTREME
 TH40014U 1 st C. 2024	 TH40015I 1 st C. 2024	 TH40020I 2 nd C. 2024	 TH40018I 2 nd C. 2024
 TH40016I 1 st C. 2024	 TH40017I 1 st C. 2024	 TH40021I 2 nd C. 2024	VINGT SEPT XOVER  TH40019I 2 nd C. 2024

THĒLIOS

VINGT SEPT SPORT

Product Deep Dive



Unique colors with strength & lightness enhanced

SPORT

Lenses treatments:
High-Contrast & Hydrophobic

Two small square images. The left one shows a mountain peak through a lens, and the right one shows hands on a wet surface, illustrating the hydrophobic lens treatment.

Subtle branding:
TAG Heuer Shields



Perfectly balanced
polarization treatment



Perfect fit for unique precision

FLAT TOP RECTANGULAR
TH40034I

05A



05C



46R



91H



Click sound design when closed



THĒLIOS

TAGHEUERSUMMER 2025 COLLECTION

VINGT SEPT SPORT | TH40034 I



05A

Ultramatte Black Carbon Frame
solid smoke Lenses



05C

Ultramatte Black Carbon Frame
solid INFRARED mirror Lenses



46R

Ultramatte taupe CARBON Frame
solid green bronze mirror Lenses



91H

Ultramatte blue CARBON Frame
solid brown blue mirror Lenses

Technical details

	⊙	⊖	⌒	↔	
I1	66	8	17	125	RX-able
I2	67	8	17	125	









Expand our *elegant* universe

NEW CONCEPT MINI VINGT SEPT

INTRODUCING 3 STYLES

Existing offer

NINGT SEPT

 TH40014U 1 st C. 2024	 TH40015I 1 st C. 2024	 TH40020I 2 nd C. 2024
 TH40016I 1 st C. 2024	 TH40017I 1 st C. 2024	 TH40021I 2 nd C. 2024

NEW

NINGT SEPT SPORT



TH40034I | 1st C. 2025

NINGT SEPT XTREME



TH40018I | 2nd C. 2024

NINGT SEPT XOVER



TH40019I | 2nd C. 2024

MINI VINGT SEPT

Product Deep Dive

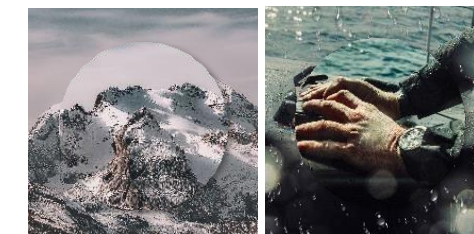


SPORT

Rimless introduction
ON OUR SPORTY ELEGANT FAMILY

	SQUARE TH40035U	RECTANGULAR TH40036U	SQUARE TH40037I	
02A				05A
09Q				50H <small>TAG Specta</small> LIMITED
17X				91X
02G				97R <small>TAG Specta</small>
02R				

Lenses treatments:
High-contrast and Hydrophobic



STAINLESS STEEL & BIO-NYLON



Adjustable nose pads



RECOGNIZABLE BRANDING



CARBON BIO-NYLON



Extra lightness & unique colors

NOW: LIGHT & DISCREET



Interchangeable nose pads

NEW INTERPRETATION OF THE 27° HINGE



Click sound design when closed inspired by sports cars

RX-able

SPECTA LENSES AVAILABLE



Perfectly balanced polarization treatment

THÉLIOS

TAGHEUERSUMMER 2025 COLLECTION

MINI VINGT SEPT | TH40035 U



Technical details

U 55 4 19 140 



02A

Matte Black Frame
ultramatte black
solid smoke Lenses



09Q

Matte Black Ruthenium & ultramatte black
Frame
solid blue mirror Lenses



17X

Matte Titanium Frame & ultramatte black
Frame
solid silver mirror Lenses

TAGHEUERSUMMER 2025 COLLECTION

MINI VINGT SEPT | TH40036 U



Technical details

U 55 4 17 140 



02A

Matte Black & ultramatte black Frame
solid smoke Lenses



02G

Matte Black & ultramatte black Frame
solid green flash bronze Lenses



02R

Matte Black & ultramatte black Frame
solid bronze mirror Lenses

LIMITED

TAGHEUERSUMMER 2025 COLLECTION

MINI VINGT SEPT | TH40037 I



Technical details

I 55 4 17 140 **RX-able**



05A

Ultramatte Black Carbon Frame
solid smoke Lenses



50H

Ultramatte Brown Carbon Frame
solid flash brown Lenses

LIMITED



91X

Ultramatte Carbon Blue Frame
solid flash blue Lenses



97R

Ultramatte Carbon Emerald Green Frame
solid green silver flash Lenses



Animate the new *pillars*

NEW CONCEPT SHIELD URBAN

INTRODUCING 1 STYLE

Existing *offer*



SHIELD URBAN

Product Deep Dive



Our signature mask now in *full* Bio-Nylon
FOR A TOUCH OF LIFESTYLE COLOR

SPORT

Lenses treatments:
High-contrast & Hydrophobic



SHORTER CUT LENSES



Including Shield Pro lenses

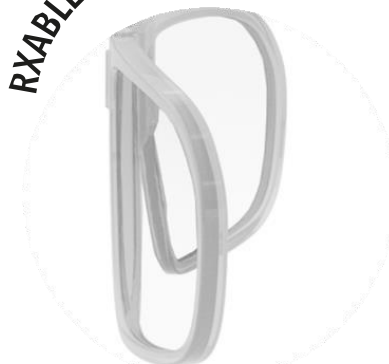
Interchangeable Nose Pads

SPORTY AIR WITH A FULL VIEW



Double base lens

RXABLE WITH CLIP IN



Sold separately

~~RX~~able

HINGELESS FRAME INSPIRED IN HUMAN TENDON



Subtle branding: TAG Heuer engraved & Shields

THĒLIOS

TAGHEUERSUMMER 2025 COLLECTION

SHIELD URBAN | TH40030 U



67S

Ultramatte Transparent Dark Purple Frame
solid purple Lenses



91V

Ultramatte Transparent Blue Frame
solid blue Lenses



97N

Ultramatte Transparent Green Frame
solid green Lenses

Technical details

U 00 M5/7 0 0 ~~RX-able~~



Animate the new *pillars*

COLOR ADDITIONS

FLEX TITANIUM

Existing offer



TH40005U | 1st C. 2024

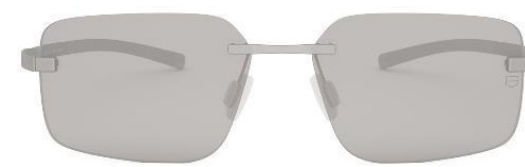


TH40006U | 1st C. 2024

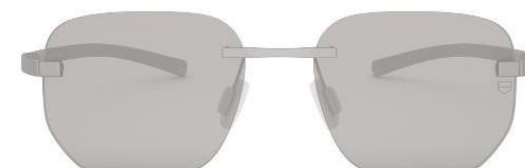


TH40008U | 1st C. 2024

TITANIUM



TH40027U | 2nd C. 2024
+ 2 NEW COLORS



TH40028U | 2nd C. 2024

THÉLIOS

TAGHEUER SUMMER 2025 COLLECTION TRAINING COLOR ADDITION

Flex Titanium | TH40027U

DAILY

Lenses treatments:
High-contrast & Hydrophobic

NEW COLORS SU25

TH40027U
+2 NEW COLORS

07A
Matte dark ruthenium &
ultra matte red tips,
Solid smoke lenses



17V
Matte natural titanium &
ultra matte blue tips,
Solid blue lenses



LIMITED

58 16 135 B4 RX-able

CARRY-OVERS



09A



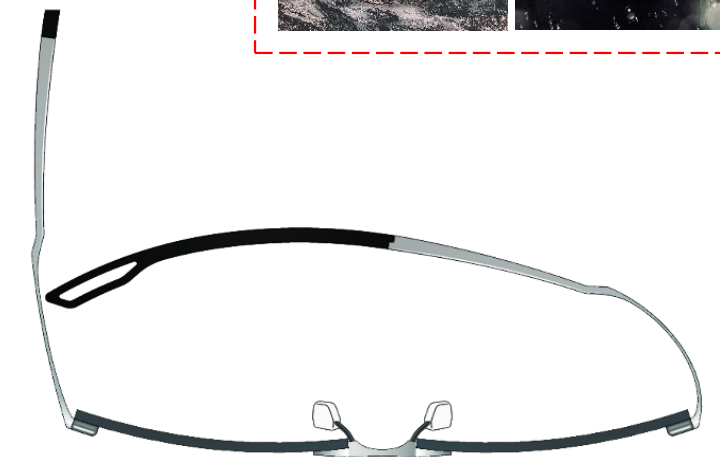
09R



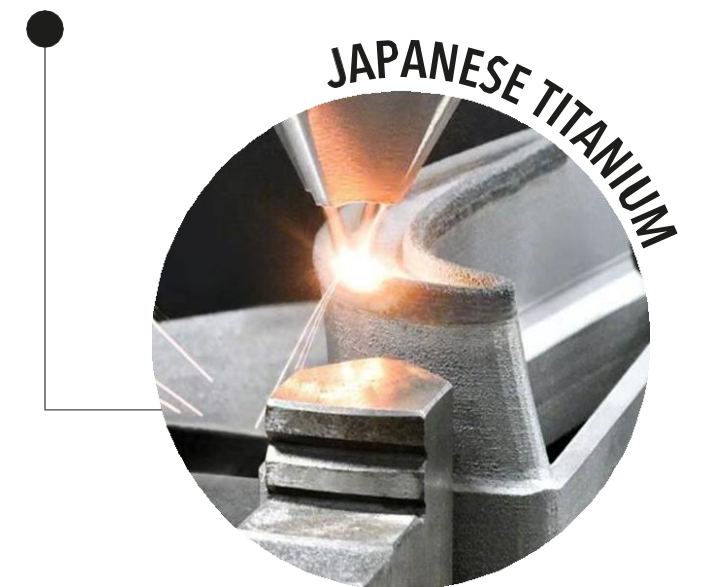
17H



17R



Pre-charged Titanium
for a foldable style



Hypoallergenic, durable & light

03.

OPTICAL STYLES



FELIX AUGER ALIASSIME

EYEWEAR COLLECTION OVERVIEW

TAG Heuer SUMMER 2025 Collection Training – OPTICAL

PRO

SPORT

DAILY

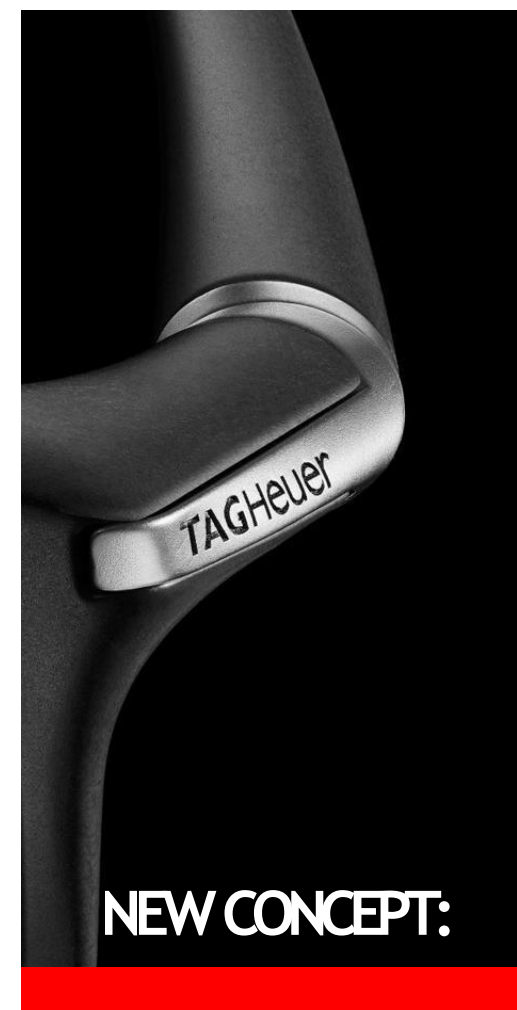
PERFORMANCE



NEW: TITANIUM MASTER
+2 STYLES



NEW: ESSENTIAL
+2 STYLES



NEW CONCEPT:
MINI VINGT SEPT
+4 STYLES



FLEX TITANIUM
+1 COLOR ADD
(2 COLORS)

Look for colorful *bio-rubber*



NEW LINE
ESSENTIAL

THĒLIOS

TAGHEUERSUMMER 2025 COLLECTION

ESSENTIAL | TH50030 U



007

Matte palladium & rubber black Frame



016

Matte palladium & rubber red Frame



017

Matte palladium & rubber blue Frame

Technical details

	○	⊖	⌒	↔
U	54	4	18	145

TAGHEUERSUMMER 2025 COLLECTION

ESSENTIAL | TH50031 U



Technical details

U	56	4	17	145
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007

Matte palladium & rubber black Frame



016

Matte palladium & rubber red Frame



017

Matte palladium & rubber grey Frame



Launch a *timeless* high-end line

NEW LINE

TITANIUM MASTER

INTRODUCING 2 STYLES

THÉLIOS

TITANIUMMASTER

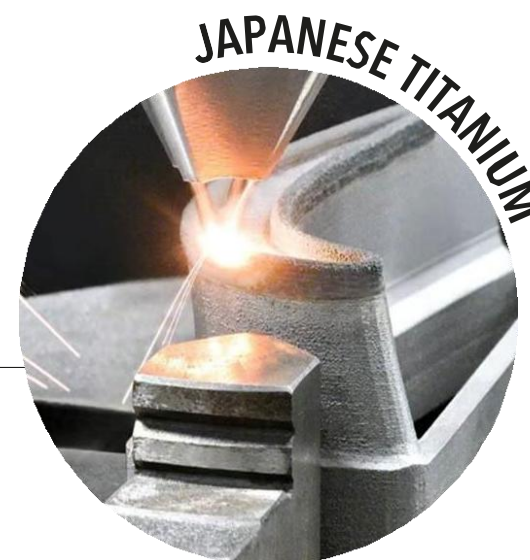
Product Deep Dive

DAILY

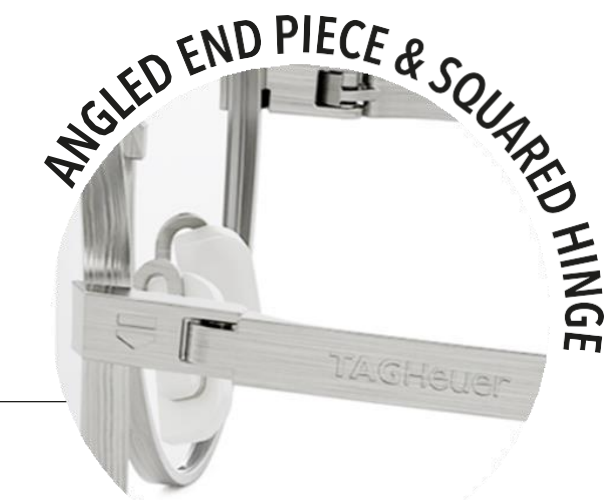


& his timeless style

Classic & elevated



Hypoallergenic, durable & light



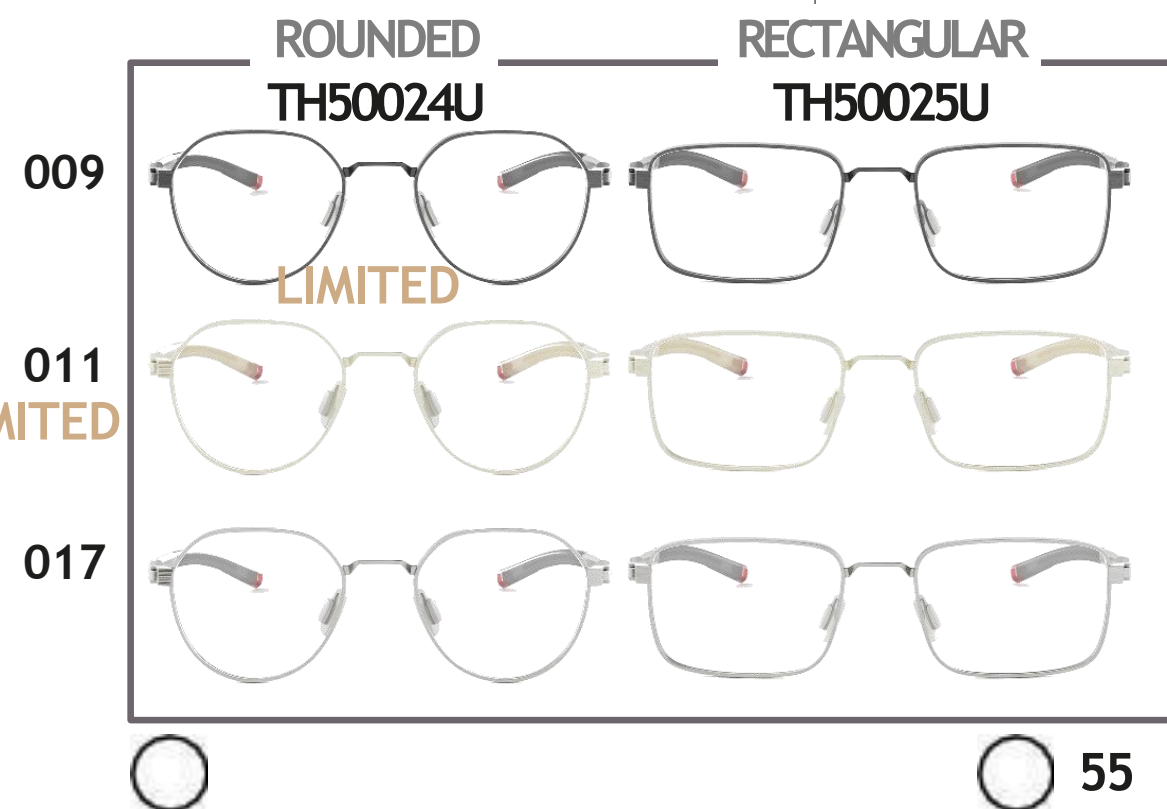
Engraved subtle logo & shield



Matte brushed effect



& Adjustable nose pads



THĒLIOS

TAGHEUERSUMMER 2025 COLLECTION

TITANIUM MASTER | TH50024 U



Technical details

	○	⊂	⌢	↔
U	49	4	20	150



009

Matte brushed black ruthenium & transparent grey semi-matte Frame

LIMITED



011

Matte brushed light gold & transparent yellow semi-matte Frame

LIMITED



017

Matte brushed natural titanium & transparent pale grey semi-matte Frame

LIMITED

TAGHEUERSUMMER 2025 COLLECTION

TITANIUM MASTER | TH50025 U



Technical details

U 55 4 20 150



009

Matte brushed black ruthenium & transparent grey semi-matte Frame



011

Matte brushed light gold & transparent yellow semi-matte Frame

LIMITED



017

Matte brushed natural titanium & transparent pale grey semi-matte Frame



Expand our *elegant* universe

NEW CONCEPT
MINI VINGT SEPT

INTRODUCING 4 STYLES

Existing offer

VINGT SEPT

 TH50013U 1st C. 2024 LIMITED EDITION	 TH50011I 1st C. 2024	 TH50014I 2 nd C. 2024
 TH50010I 1st C. 2024	 TH50012I 1st C. 2024	 TH50015I 2 nd C. 2024

THĒLIOS

MINI VINGT SEPT

Product Deep Dive

SPORT

Rimless introduction
ON OUR SPORTY ELEGANT FAMILY

	RECTANGULAR TH50026U			SQUARE TH50027U		
007						
011 LIMITED						
016						
017						

STAINLESS STEEL & BIO-NYLON



NEW INTERPRETATION OF THE 27° HINGE

Click sound design when closed inspired by sports cars

53

EVERYDAY CLASSIC COLORS

DISCREET BRANDING

Adjustable nose pads



TAGHEUERSUMMER 2025 COLLECTION

MINI VINGT SEPT | TH50026 U



Technical details

U 53 4 19 140



007

Matte palladium & ultramatte black Frame



016

Matte palladium & ultramatte taupe Frame



011

Matte light gold & ultramatte black Frame

LIMITED



017

Matte palladium & ultramatte blue Frame

TAGHEUERSUMMER 2025 COLLECTION

MINI VINGT SEPT | TH50027 U



Technical details

U 53 4 19 140



007

Matte palladium & ultramatte black Frame



016

Matte palladium & ultramatte green Frame



011

Matte light gold & ultramatte black Frame

LIMITED



017

Matte palladium & ultramatte blue Frame

TAGHEUERSUMMER 2025 COLLECTION

MINI VINGT SEPT | TH50028 I



Technical details

I 55 4 16 140



005

Ultramatte black CARBON Frame



046

Ultramatte taupe CARBON Frame

LIMITED



091

Ultramatte blue CARBON Frame

TAGHEUERSUMMER 2025 COLLECTION

MINI VINGT SEPT | TH50029 I



Technical details

I 55 4 17 140



005

Ultramatte black CARBON Frame



070

Ultramatte bordeaux CARBON Frame

LIMITED



091

Ultramatte blue CARBON Frame

Animate the new *pillars*



COLOR ADDITIONS

FLEX TITANIUM

Existing offer



TH50004U | 1st C. 2024



TH50005U | 1st C. 2024



TH50006U | 1st C. 2024

TITANIUM



TH50020U | 2nd C. 2024



TH50021U | 2nd C. 2024
+ 2 NEW COLORS

THĒLIOS

TAGHEUER SUMMER 2025 COLLECTION TRAINING COLOR ADDITION

Flex Titanium | TH50021U

NEW COLORS SU25

TH50021U
+2 NEW COLORS

007

Matte dark ruthenium frame &
ultramatte red tips



016

Matte natural titanium frame &
ultramatte blue tips



LIMITED

55 16 1545 4

CARRY-OVERS

009



011



017



04!

RECAPS



CORY LEWIS

COLLECTION ARCHITECTURE

TAG Heuer SUMMER 2025 Collection SUN | 9 NEW STYLES & 1 COLOR ADDITION

JACK H.
+2 STYLES



TH40032U,
3 COLORS

TH40033U,
3 COLORS

ESSENTIAL
+2 STYLE



TH40038U,
3 COLORS

TH40039U,
3 COLORS

VINGT SEPT SPORT
+1 STYLE



TH40034I,
4 COLORS

MINI VINGT SEPT
+3 STYLES



TH40035U,
3 COLORS

TH40036U,
3 COLORS



TH40037I,
4 COLORS

SHIELD URBAN
+1 STYLE



TH40030U,
3 COLORS

FLEX TITANIUM
+1 CAO



COLOR ADD
TH40027U,
2 COLORS

COLLECTION ARCHITECTURE

TAG Heuer SUMMER 2025 Collection **OPTICAL** / 8 NEW STYLES & 1 COLOR ADDITION

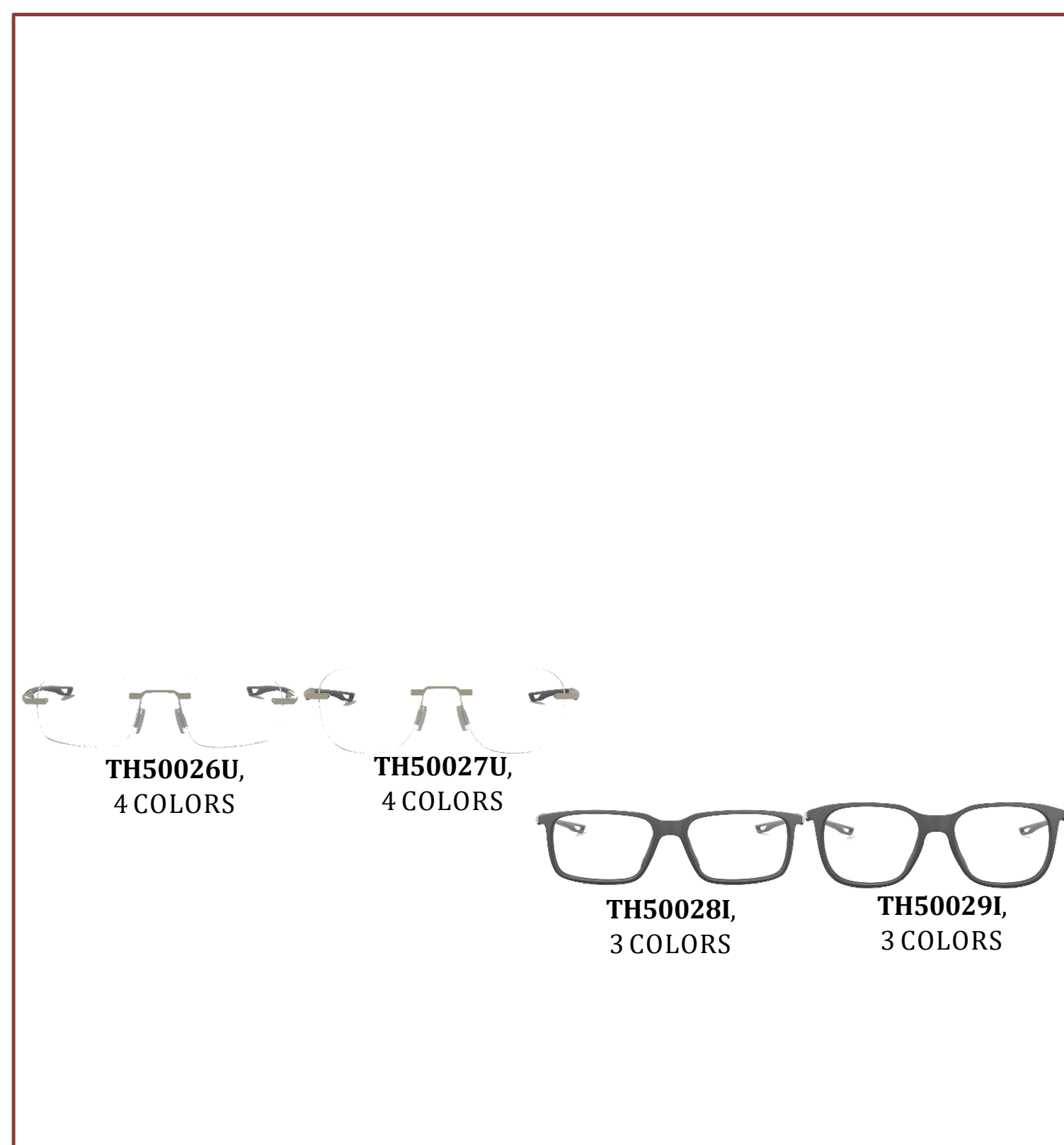
ESSENTIAL
+2 STYLE



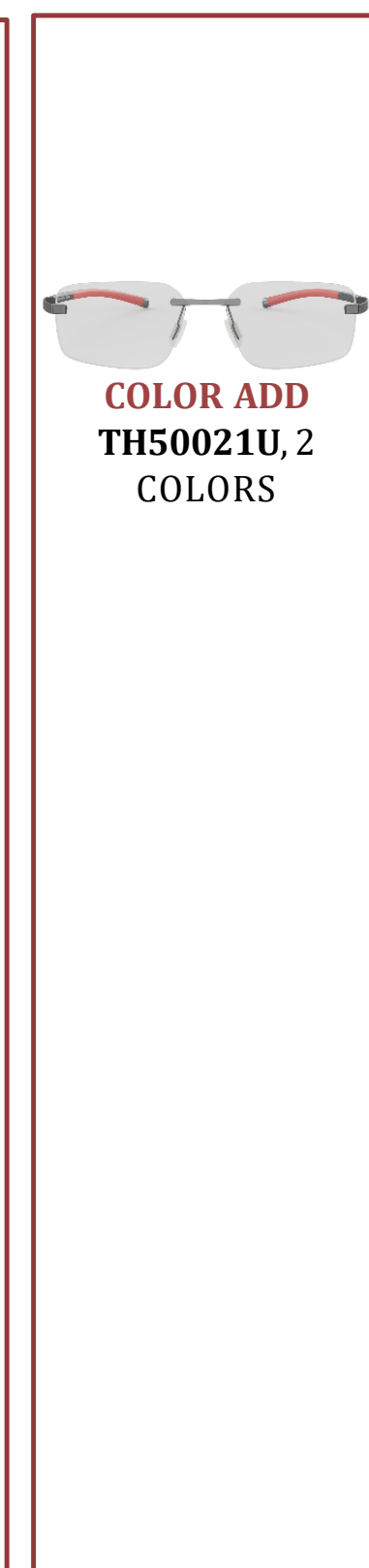
TITANIUM MASTER
+2 STYLES



MINI VINGT SEPT
+4 STYLES



FLEX TITANIUM
+1 CAO



05.

APPENDIX



KAI LENNY

TRADE MARKETING NOVELTY

New SU25 VM Concept & Tools



1 NEW POP, 2 PURPOSES

- THE NEW TAG HEUER QR CODE LOGO PLAQUE WILL HELP US COMMUNICATE TO THE FINAL CUSTOMER THE UNIQUE AND DISTINCTIVE CHARACTERISTICS OF BOTH MATERIALS AND FRAMES, WITH A FOCUS ON SPECTA TECHNOLOGY
- EACH OF THE 2 QR CODES* WILL BE CONNECTED TO A CONTENT THAT WILL PRESENT THE STRENGTHS OF THE COLLECTION IN AN EASY, EFFICIENT AND FUN WAY

TIMINGS: Launch in Q2

*QR CODES HERE DISPLAYED ARE NOT THE FINAL ONES


























THÉLIOS

PERFORMANCE

Best Sellers - SUN

FULL YEAR 2024

TOP 5 STYLES REPRESENT 39% OF TOTAL ORDERS (WHS)

TOPSELLING STYLES	#1	#2	#3	#4	#5
GLOBAL	 VINGT SEPT - 241 TH40017I 9%	 FLEX - 241 TH40005U 8%	 VINGT SEPT - 241 TH40015I 7%	 BOLIDE - 241 TH40009U 7%	 BOLIDE - 241 TH40011I 7%
EMEA	 VINGT SEPT - 241 TH40017I 10%	 FLEX - 241 TH40005U 9%	 BOLIDE - 241 TH40011I 7%	 VINGT SEPT - 241 TH40015I 7%	 BOLIDE - 241 TH40009U 7%
AMERICAS	 VINGT SEPT - 241 TH40017I 8%	 VINGT SEPT - 241 TH40015I 7%	 SHIELD PRO - TH40001I 7%	 FLEX - 241 TH40005U 7%	 LINE - 241 TH40004U 7%
APAC	 BOLIDE - 241 TH40009U 9%	 VINGT SEPT - 241 TH40017I 8%	 FLEX - 241 TH40005U 8%	 VINGT SEPT - 241 TH40015I 7%	 SHIELD PRO - TH40001I 7%
CHINA	 FLEX - 241 TH40005U 13%	 VINGT SEPT - 241 TH40015I 11%	 VINGT SEPT - 241 TH40017I 10%	 BOLIDE - 241 TH40009U 9%	 BOLIDE - 241 TH40011I 9%


























BEST SELLER BY MODEL | FOR EACH MODEL IS REPRESENTED THE BEST SELLER SKU

PERFORMANCE

Best Sellers - OPTICAL

FULL YEAR 2024

TOP 5 STYLES REPRESENT 42% OF TOTAL ORDERS (WHS)

TOPSELLING STYLES	#1	#2	#3	#4	#5
GLOBAL	 BOLIDE - 241 TH50007U 11%	 VINGT SEPT - 241 TH50010I 8%	 FLEX - 241 TH50004U 8%	 BOLIDE - 241 TH50009U 8%	 FLEX - 241 TH50005U 7%
EMEA	 BOLIDE - 241 TH50007U 11%	 FLEX - 241 TH50004U 8%	 VINGT SEPT - 241 TH50010I 8%	 BOLIDE - 241 TH50009U 7%	 FLEX - 241 TH50005U 7%
AMERICAS	 BOLIDE - 241 TH50007U 10%	 BOLIDE - 241 TH50009U 10%	 VINGT SEPT - 241 TH50010I 9%	 FLEX - 241 TH50004U 8%	 VINGT SEPT - 241 TH50012I 7%
APAC	 BOLIDE - 241 TH50007U 11%	 FLEX - 241 TH50005U 9%	 VINGT SEPT - 241 TH50010I 8%	 BOLIDE - 241 TH50009U 8%	 FLEX - 241 TH50004U 7%
CHINA	 FLEX - 241 TH50004U 20%	 FLEX - 243 TH50021U 20%	 VINGT SEPT - 241 TH50010I 18%	 FLEX - 241 TH50005U 10%	 VINGT SEPT - 241 TH50012I 10%

BEST SELLER BY MODEL | FOR EACH MODEL IS REPRESENTED THE BEST SELLER SKU



THĒLIOS

LVMH Eyewear Excellence