

BEAUX

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On your marks, get set and make a dash for the nearest TAG Heuer boutique, with a stop at a New Balance store on the way, because these two brands have teamed up to create the ultimate sports package. The TAG Heuer Connected Calibre E5 40mm x New Balance Edition has been optimised for runners, while the TAG Heuer x New Balance SC Elite v5 Shoes will help you pick up the pace.

‘Our goal was to create a watch paired with a shoe that truly serve people who want to surpass themselves,’ says Antoine Pin, chief executive officer of TAG Heuer. ‘Working with New Balance challenged us to rethink what runners expect from their gear. Every choice, from the materials to the training plans to the design, was made to support people who treat running as a craft.’

He’s not exaggerating. Everything about the new TAG Heuer Connected has been designed with the runner in mind. There are running plans at a variety of levels, from 5K to Half Marathon and Marathon Mastery, for those who want to take their pavement pounding to the next level. There are even plans to help build strength to optimise your running times. They are all simple to use. Just set up the plan on the Connected app, get your week-by-week roadmap and sync it to your watch, meaning you can leave your phone at home.

Other runner-optimised additions include warm-up timers, colour-coded pace feedback and the Chasing Diamond element, with the shape following your route with you to ensure you’re running at your correct pace. It tracks calories burned, steps made and your heart rate in both active and resting mode, so you can find out how quickly you recover. With all that, the battery still manages to last for 12 hours, which is great if you’re one of those unhinged ultra-marathon sorts.

All this has been made possible thanks to TAG’s new operating system. The previous four generations of Connected used Google’s WearOS, but parted company with it because TAG Heuer wanted more control of its own system. By creating its own OS, TAG Heuer was able to work with New Balance to design a watch that would address runners’ specific needs, as well as allowing it to enhance its GPS by perfecting the double-band

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Well hewn

Our edit of well-crafted pieces to treasure for many seasons to come

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Inside the box

Five luxury hampers brimming with festive food and drink, sure to put the merry in Christmas

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Eyes on the sky

From moonbows to the northern lights, here’s where to head in search of awe-inspiring astral phenomena

Personal best

TAG Heuer and New Balance team up for a collaboration designed specifically for runners

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