

# Panerai at Sea



Panerai's persona is that of a brand able to marry its nautical past with the present. While its watchmakers continue to develop in-house movements and myriad new models, the 'Historical' editions remain the crucial core element. Base model Luminors, Marina Militaires and Radiomirs hold their own with the Contemporary line, and Panerai has no problem with this whatsoever. If any proof is needed of the company's respect for the past, then sponsorship of a vintage yacht regatta seems deliciously apt at a time when most other watch houses are falling over themselves to acquire glory in the America's Cup.

2007 is the third season for the Panerai Classic Yachts Challenge; for the second consecutive year, the annual 12-Meter Regatta prior to Nantucket Opera House Cup features prominently. *QP* was there to soak up the atmosphere, and spirits were high because the 2007 event also marked the Opera House Cup's 35th running. Probably more than any other leg of the Panerai Challenge - Antigua, Antibes, Newport, Cannes and similar yachting hot-spots - Nantucket provides a perfect setting for emphasis on the historical. Its whaling history alone is enough to evoke images of *Moby Dick*, and ever square inch of the island oozes maritime tradition.

August's balmy weather was almost too perfect - the start of the race was delayed

due to the calm - but the day's First Place winners included the Northern Light in the Vintage Class, while Weatherly maintained First Place in the Classic Class, which it earned in 2006. In addition to handsome trophies, each class' winners received highly covetable Panerai Barometers, while the overall victor, this year it was Black Watch, was also awarded a Luminor 1950 Regatta Rattrapante wristwatch.

Concurrent with this season's series is a book attesting to both Panerai's support for yachting, and CEO Angelo Bonati's love for the sport. *Mare, Uomini, Passioni* is a gorgeous, fully-illustrated volume with text in English and Italian, recounting the 2005 and 2006 seasons. It's available in the UK from bookstores or Panerai retailers for €80. [O](#)

