The Gucci Dive

Late last year Gucci announced the release of its very first foray into haute Horlogerie with the Gucci Dive. This dive watch actually conforms to the ISO standards required for professional usage. This timepiece will retail for $8,600 for the steel edition, and $12,600 for the rose gold version. This represents a huge leap as most other Gucci watches don’t make it past the $2000 mark. The rose gold version will be limited in its production to just 93 pieces worldwide, which commemorates the 93rd birthday of Gucci.

Gucci doesn’t use a standard ETA movement to drive this watch. The brand has outfitted the Dive with the GP-3300 movement from Sowind. This movement can be found in many of Girard Perregaux’s watches like the Sea Hawk 1000M and chrono version where it is coupled with a Dubois Depraz module. The movement is self-winding mechanical with the standard complement of power reserve.

The Gucci Dive comes with a case diameter of 45mm, and it also features a screwed in case back and main crown, which helps to maintain the 300 meters (1000 feet) of water resistance. The bezel is notched and can be used to measure elapsed time as it only rotates in a counterclockwise direction. The bezel and ridged main crown are both crafted from black PVD stainless steel. The black background of the bezel serves to highlight the elapsed time scale in white Arabic numerals.

The dial is black with luminous indexes and partially skeletonized luminous hands used for reading the time in low light conditions. At the 9 position is a small counter displayed in retrograde format. At 5 o’clock, there is another retrograde counter indicating the remaining power available to the watch. The date display is at 1:30 in a highly decorated aperture, which is reminiscent of a modified baguette cut diamond.

The Gucci Dive comes with two interchangeable straps – a black rubber, and a black alligator leather. Each of the straps is fitted with a triple deployant buckle. This watch will feature the standard 2 year international guarantee that every other Gucci watch comes with.