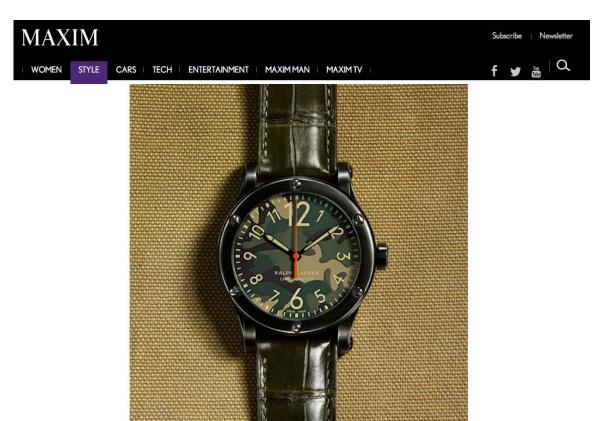
http://www.maxim.com/style/watches/article/camo-gets-classy-new-ralph-lauren-safari-chronometer



Camo Gets Classy With the New Ralph Lauren Safari Chronometer

The watch is wearable from Madison Avenue to Madagascar.



Designed as the ideal travel companion when it was first introduced in 1984, the Ralph Lauren watch from the Safari collection has surely come a long way since its humble beginnings as a mere accessory. Thanks to a partnership with luxury watch conglomerate Richemont (and exclusive movements supplied by group stablemates IWC, Jaeger-LeCoultre and Piaget), Ralph Lauren timepieces have, in recent years, risen to stand shoulder-to-shoulder with its brethren watch brands. The new and accessible RL67 Safari Chronometer with camouflage dial is a prime example of that. As with anything Mr. Lauren touches, there exists still an image of off-road expeditions and exotic adventures—expressed effortlessly with an inimitable style, of course.

As compared to its counterpart Safari Chronometer and its more restrained khaki dial, the mottled green 45mm dial of the camo edition is sharp enough to traverse both South American rainforest and Madison Avenue urban jungle. It's water resistant to 100 meters and maintains a COSC-certified chronometer movement. The self-winding caliber RL300-1 Sellita movement, meanwhile, houses a hearty 42-hour power reserve while, aesthetically, the "aged" gunmetal finish of the case is at once masculine and elegant, and the olive green alligator strap ready for a weekend in Montauk. No longer designed with just a notion for the novelty, this chronometer marks an important step up from the average fashion label watch. \$3,800; watches.ralphlauren.com

