

CL CELEBRATED LIVING

A Driving Force

Eric Tegler

Share

Please enable JavaScript to view the comments powered by Disqus. comments powered



Legendary race car driver Ayrton Senna claimed three championships and won 41 races during his 10-plus years in Formula 1. And in the 1980s, he was a brand ambassador for TAG Heuer watches. Now, he's the inspiration behind a limited-edition set of sunglasses from the company. In addition to featuring corrosion-resistant frames, leather-sheathed temples and precision gray lenses, the 614-pair collection (one for each point Senna scored during his F1 career) will be hand-assembled in France and will have a special set of individually identifiable serial numbers (001 to 614). A percentage of the earnings from each pair sold will go directly to the Ayrton Senna Institute in Brazil to help fund programs for education. \$2,470

by Disqus





Travel
Lifestyle
Entertainment
Business
Technology

Media Kit
Contact Us
Sign Up For "E-Subs"
Share Your Feedback

AMERICAN WAY
AMERICAN AIRLINES • AMERICAN EAGLE

