Against a black background, the Panerai logo appears.

The camera zooms into the logo, as visuals start to appear within it.

Text appears: Presents

The camera enters a dim environment cast in an electric green light, as we see a matte black Panerai Luminor Quaranta watch assembling in thin air.

On one of the pieces near the crown, we notice the Razer wordmark etched into its design.

Text appears: A new Luminor 40mm...

The camera cuts to a front angle of the watch, as we see its dark gray watch face—etched with Razer's iconic Triple-Headed Snake logo—slide into its casing.

An electric green neon tube flashes across the camera as the watch rotates to reveal its caseback, similarly etched with the Razer wordmark and logo.

Text appears: ...made of recycled steel coated black DLC

As the watch continues rotating, a backdrop of floating electric green neon tubes slides into view—the watch's dark design standing out against the bright environment.

Suddenly, the environment goes black as the watch tumbles into the abyss.

In the darkness, the watch hands, hour markers, and sub dial glow brightly in electric green, revealing their luminous nature.

Text appears: Super-LumiNova

The environment brightens as the camera focuses on the watch straps, which start to magically weave into existence.

Text appears: Recycled strap

A black watch strap forms, lined with a trimming of electric green stitching.

Text appears: A partnership with Razer as part of our environment-friendly initiatives...

With the watch completing its form, the camera zooms out to showcase the design in all its glory.

Text appears: to protect the ocean

Text appears: an edition of 500 pieces

The video cuts to black as the Razer and Panerai logos appear, followed by the logo of Conservation International—the partnered environmental organization.

The Panerai logo appears once again, as the brand tagline glitches in: Laboratorio di Idee