

SPORTS

Bremont named first official timekeeper of Royal Henley Regatta

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Royal Henley Regatta

By STAFF REPORTS

British watchmaker Bremont is among the luxury brands looking to raise awareness via the Henley Royal Regatta.

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The 178-year-old event, which will take place this year from June 28 to July 2, is partnering with a number of brands for the first time, adding a sponsorship element to the sailing competition. As the official timekeeper of the event, Bremont is expected to have an audience of at least 300,000 spectators gathered for the rowing competition on the Thames.

Rowing awareness

Along with Bremont, the competition is also partnering with apparel label Hackett London and automaker Aston Martin. These sponsors were picked due to their British heritage.

"The Regatta is proud to be involved with such highly respected British brands and their association with the Regatta will not only enhance the spectator experience but will mark the start of further long-term partnerships," said Sir Steve Redgrave, chairman of the Regatta's committee of management, in a statement. "The Stewards have always sought to retain the unique charm and character of the event and these partnerships will work in a mutually beneficial way without overtly commercializing the event."



Crowd gathered at the Royal Henley Regatta

Each of these partners has created a special product for the Regatta.

Pointing to the competition's uniqueness, Aston Martin has used its bespoke capabilities for an exclusive Q DB11. Meanwhile, Hackett has designed a line of clothing for men and women that will be sold at the Regatta and in its own stores, including its online flagship.

Bremont is developing a line of official timepieces for the event. The brand will also be showcasing its entire range at a pop-up boutique on-site.

Aston Martin vehicles will be used to chauffeur guests, while Bremont will also give the Regatta a collection of handmade mechanical stopwatches to time the competition.

"As a British luxury watch brand, Bremont is passionate about reinvigorating this once booming British industry," said Nick English, co-founder of Bremont Watch Company, in a statement. "Henley-on-Thames has always been internationally renowned for being the global home of rowing and with our manufacturing base being meters from the River Thames, the tie-up as Official Timekeeper for Henley Royal Regatta has a lovely synergy.

"Given the event has never had global partners, dating back to 1839, it's a real honor to have been asked to get involved."

Timekeeping positions are one way for watch brands to reinforce their accuracy and precision.

For instance, Swiss jewelry brand Chopard was appointed as the official timekeeper of the world's longest-running motoring event.

Chopard will serve as timekeeper for the Bonhams Veteran Car Run, supported by Hiscox. The event is not a race, but rather a historical run to celebrate the anniversary of the first "Emancipation Run" from London to Brighton held in 1896 when the Locomotives on the Highway Act went into effect to raise the speed limit from 4 to 14mph ([see story](#)).