

WATCHES AND JEWELRY

## Bremont named official luxury watch partner to British Armed Forces

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*Bremont has created a line of timepieces for both military personnel and civilians. Image credit: Bremont*

By STAFF REPORTS

British watchmaker Bremont is partnering with the United Kingdom's Ministry of Defense, forging an alliance that will enable the brand to create timepieces honoring Her Majesty's Armed Forces.

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As the official luxury watch of the British Armed Forces, Bremont will be the only brand allowed to produce watches bearing the symbols and Heraldic Badges of the three branches of the country's armed forces. Prior to this official partnership, Bremont had created special order projects for members of the military, but this marks the first time that the brand's armed forces-themed timepieces will be available to civilians.

"It is difficult to think of a more significant recognition that has been received by Bremont in the 12 years since we sold our first watch," said Nick English, cofounder of Bremont, in a statement.

"The fact that so many British military personnel from across the three forces have chosen to privately buy bespoke Bremont watches as a means of demonstrating their pride for the regiments, squadrons and ships companies in which they serve has long been extremely humbling to us and we are, of course, immensely honored to now be an official partner of Her Majesty's Armed Forces," he said.

### Soldier specifications

Marking the partnership, Bremont is launching a line of watches that celebrate the Royal Navy, British Army and Royal Air Force. Dubbed the Armed Forces Collection, there will be different designs for each branch of service.

All of the watches take reference from a World War II commission from the Ministry of Defense. Timepieces were made with military personnel's needs in mind, with features such as waterproofing and luminous markings on the dials.

Using the original specifications of the "Dirty Dozen" timepieces for each branch, Bremont has updated the needs for modern day wearers.

For the British Army, Bremont has made the Broadsword, which includes a hand that tracks subseconds. The

Bremont Arrow, meanwhile, focuses on the needs of pilots with its chronometer function.

Finally, the Argonaut is a diving timepiece fit for the Navy with an orange minute hand.

While the original Ministry of Defense commission dates back decades before Bremont's founding in 2002, the brand is playing into the history of its home nation with this collection.

The case backs will include a nod to all of the branches, uniting the watch trio.

*Bremont's launch film for its Armed Forces Collection*

Many watch brands have histories with militaries, as armed forces relied upon their creations to track time.

Richemont's Officine Panerai delved into its nautical past with a microsite dedicated to its Submersible Collection of timepieces.

The microsite explored the brand's 150-year history of water resistant timepieces, which dates back to its early work with the Italian Navy, through text, imagery and video. While meant to promote the new Luminor Submersible, this microsite likely appealed to all Panerai enthusiasts as it speaks to the water friendly traits all of its watches share ([see story](#)).

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