

WATCHES AND JEWELRY

## British watchmaker Bremont signs up for five-year timekeeper sponsorship of England Rugby

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*The Bremont Rose launched to coincide with Bremont's five-year partnership with England Rugby. Image courtesy of Bremont*

By STAFF REPORTS

British watchmaker Bremont has become the official timing partner to both the England Rugby team and Twickenham Stadium as part of a five-year deal.

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The sponsorship comes just as Bremont launches its Rose watch model based on the ALT1-C, making it the first timepiece to state "England" on the dial instead of "London" at 6 o'clock.

"As we're bringing more and more of our manufacturing capabilities over to the U.K. and have long since been training up our own workforce of watchmakers on British shores, we welcome the chance to support another English institution, particularly in the run up to the RFU's 150th anniversary in 2021," said Giles English, cofounder of Bremont, in a statement.

"Rugby is an incredibly tough sport, steeped in English tradition," he said. "Seeing Bremont timekeeping preside over the action at the iconic home of British Rugby, Twickenham, is something rather special."

Bremont will deliver all of Twickenham Stadium's official time-related match day content, including branded match clocks around the venue.

Also, Bremont will produce a series of special-edition mechanical chronometers for both customers and players. The first watch will be launched in time for the Guinness Six Nations 2020 event.

In return, the sponsorship will give Bremont access to exclusive match-day rights and digital content.

Bremont will also be able to host product launches and events at Twickenham Stadium.



*Bremont watches are made in the United Kingdom. Image courtesy of Bremont*

## English rose

Bremont makes its watches in the United Kingdom.

The **Bremont Rose** watch is an ode to the deal.

The brushed steel chronograph has two sub-dials subtly embossed with the symbolic England Rose, combined with blue steel hands and a contrasting red chrono second hand, which is a nod to the St George's Cross.

Turning the watch over shows the words "swing low" a tribute to the Twickenham anthem on the custom rotor underneath an engraving of the England Rose.

The watch is packaged in a special leather wallet with blue and red stitch and an embossing of the rose.

The England Rose model is \$6,500 and the Rose Bracelet is \$7,000.

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