

JEWELRY

## Swiss watchmaker Arnold & Son taps celebrated British sprinter Sir Mo Farah as ambassador

October 1, 2020

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By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Arnold & Son has named British athlete Sir Mo Farah as its special ambassador.

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Officially Sir Mohamed Mukar Jamah Farah, the sportsman is a 5,000- and 10,000-meter long-distance running specialist who is well known in the United Kingdom, a country to which he migrated from Somalia at age eight.

"Preparation, precision, and performance pave my way to progress and success," Sir Mo said in a statement.

"Arnold & Son reflect this vision. It is simply a joy to wear their timepieces.

"I like the shared, enriching mix of various origins and nationalities," he said. "I am British with Somali origins as Arnold & Son is Swiss watchmaking with English roots."

Watch out

Sir Mo has won several European and world titles, as well as gold medals for at the 2012 London Olympics. Queen Elizabeth II knighted him for services to athletics.

The relationship between Sir Mo and **Arnold & Son** kicked off with his interest in fine watchmaking and the brand's English roots. Indeed, he chose to wear the brand's Double Tourbillon Escapement Dual Time watch (DTE) and Constant Force Tourbillon timepieces.

Per Arnold & Son, the DTE model communicates a message of duality and regularity. Featuring two independent tourbillons showing two different time zones, DTE reflects Sir Mo's dual nationality and culture.

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