

MARKETING

## Will the new 007 be a blockbuster for luxury?

October 1, 2021



*Aston Martin and Omega are two of the luxury brands most closely associated with 007. Image credit: MGM*

By SARAH RAMIREZ

As the 25th installment of the James Bond film franchise arrives in theaters after years of delays, luxury brands are sharing the silver screen with the iconic secret agent.

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*No Time To Die* marks several milestones for the franchise, as well as some of the luxury brands featured in the action film. Many of the featured brands echo the Bond franchise's British heritage, including Aston Martin and Jaguar Land Rover.

"It's hard to think of an individual, real or fictional, that has done more heavy lifting for British luxury globally over the last 60 years than James Bond," said Helen Brocklebank, CEO of [Walpole](#), London.

"The image of the impeccably and suavely dressed English gentleman, as suited and booted when grappling gun-toting assassins as when meeting with the equally debonair M at Whitehall, is central to the British luxury contradiction," she said. "It exudes the dynamism, modernity and relevance at the same time as positing the timeless, traditional craftsmanship for which British luxury style is known."

### Luxury meets Bond

The first Bond film, *Dr. No*, premiered in 1962 with Sean Connery originating the role of James Bond. It was produced for only \$1.1 million but became a box office success changing the course of movie, and marketing, history.

"Luxury brands have historically been synonymous with complexity, mystery, intrigue and rarity as it relates to design, materials and workmanship," said Rebecca Miller, founder/CEO of [ARTful Communication](#), New York.

"The James Bond characters exemplify these traits portrayed in a human form," she said. "This makes the Bond film franchise an ideal medium for a luxury brand that desires to be known for the excitement of ownership."



*Aston Martin's DB5 appeared in 1964's Goldfinger. Image credit: Aston Martin*

With 25 films spanning six decades and combined gross of nearly \$7 billion, the 007 franchise has established a reputation for excitement and glamour often exemplified by numerous appearances by luxury brands.

"Product placement is highly coveted in James Bond films; they are a unique property," Ms. Miller said. "Products are seen worldwide by all genders, ages and cultures.

"There is something in each film for everyone," she said. "They exhibit a stellar blend of rawness and elegance showcased by 007, make a statement about their value and propensity, and are integrated such that they serve as supporting cast members always complementing 007, his advocates and rivals."

The third installment, 1964's *Goldfinger*, was a turning point for the franchise and established one of its most enduring brand partnerships with Britain's Aston Martin.

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A post shared by Aston Martin (@astonmartinlagonda)

### *Aston Martin gives James Bond a license to thrill*

In the nearly 60 years since the DB5 appeared in *Goldfinger*, Aston Martin vehicles have appeared in 13 Bond films more than any other automaker. Four models are featured in *No Time To Die* the DB5, the V8, the DBS Superleggera and the Valhalla with actor Daniel Craig behind the wheel.

The marque has launched extensive, global efforts celebrating the new film, from exclusive DB5 reproductions, commemorative short films and out-of-home campaigns ([see story](#)).

"Aston Martin is particularly well used in this last Craig outing and perhaps there is a slightly more responsible attitude to Bond's predilection for cocktails," Ms. Brocklebank said. "If you want what he is having, head for Dukes Hotel, drink a martini and wonder how 007 ever remained compos mentis in a crisis."

Other luxury automakers that have appeared in multiple films include Rolls-Royce, Mercedes-Benz, Audi and Jaguar Land Rover.

*The Jaguar XF is featured in a car chase in the new movie*

Multiple Land Rovers appear in *No Time To Die*, as does the Jaguar XF. The British automaker first began teasing the Defender's role in the film in 2019 ([see story](#)) and has also introduced the Defender V8 Bond Edition, limited to 300 units ([see story](#)).

Beyond the glamorous, and durable, cars, Bond is also known for its luxury timepieces often modified in the films as spy gadgets, just as many movie vehicles come equipped with machine guns, missiles and more.

While Mr. Connery wore Rolex and Breitling timepieces, the 007 character has favored the Omega Seamaster for more than 25 years. The Swiss watchmaker has appeared in every Bond movie since 1995's *GoldenEye*, debuting on the wrist of actor Pierce Brosnan in his first franchise appearance.

Mr. Craig who is concluding his tenure as the secret agent after 16 years and five movies worked closely with Omega on the design of the Seamaster Diver 300M 007 Edition.



*Daniel Craig, the outgoing Bond, gave Omega his creative input on the new Seamaster. Image credit: Omega*

The non-limited watch has a titanium case and is available with a titanium mesh bracelet or NATO strap, priced at \$9,200 and \$8,100, respectively.

"Brands are developing and presenting their products in parallel to the evolution of 007," Ms. Miller said. "They remain true to their core but acknowledge the critical nature to which they must advance to continue to capture the imagination and wallet of their audiences current clients and prospects.

"The James Bond luxury pedigree makes the franchise stand out as the main character brilliantly supported by the various greedy and destructive villains, business and political figures, the cadre of female distractors, the exotic locations and plethora of spectacular gadgets and cars that scream secrets and style," she said.

"For Range Rover it says endurance, for Aston Martin it says classic style and for Omega it says precision. Where would 007 be without these?"

Movie magic

While Aston Martin and Omega are among the most prominently featured brands in *No Time To Die*, luxury labels also permeate the film's wardrobe.

For several Bond movies, British apparel label Turnbull & Asser has collaborated closely with the costume designer to create elevated dress shirts, pocket squares and ties. Designs are available for purchase at the 007 ecommerce store.

The women in *No Time To Die* have not been ignored either.

*Swiss jeweler Chopard supplied three Haute Joaillerie for the film, in addition to releasing a 007 capsule collection*

Actor Ana de Armas, a brand ambassador for the Natural Diamond Council, wears three high jewelry pieces from

Chopard's sustainably mined Green Carpet Collection in the new film.

U.S. fashion label Michael Kors also announced a new partnership with the franchise, which launches with a limited-edition capsule of three handbags. The lineup includes the Bond Bancroft Satchel carried by Naomie Harris as Moneypenny in *No Time To Die*.



*As Moneypenny, Naomie Harris carries a Michael Kors handbag. Image credit: 007.com*

British designer Jenny Packham, whose gowns have appeared in *Die Another Day* and *Casino Royale*, has collaborated with EON Productions on a capsule collection to celebrate the 60th anniversary of James Bond in 2022. While not officially a *No Time To Die* effort, the evening gown collection launches on Oct. 5 at high-end retailers including Harrods, Net-A-Porter and Neiman Marcus.

Luxury brands and retailers have had ample time to build anticipation for these collaborations and product launches. Beer label Heineken even alluded to postponement issues in a [new ad starring Mr. Craig](#).

"The James Bond films have always been highly anticipated," said ARTful Communication's Ms. Miller said. "This one is no exception especially considering it is Daniel Craig's last performance as 007."

*No Time to Die*, which began development in 2016, was originally scheduled for release in November 2019. After creative issues delayed production, the film was postponed to February and then April 2020.

The film was one of the first major releases impacted by the outbreak of the COVID-19 pandemic, forcing another postponement to November 2020 ([see story](#)). By October, the movie was pushed back a fourth time to April 2021.

After a fifth postponement, *No Time To Die* finally had its world premiere at London's Royal Albert Hall on Sept. 28, followed by a theatrical release in the United Kingdom on Sept. 30. The U.S. premiere is scheduled for Oct. 8.

"The 18-month delay has been helpful we know good things are worth waiting for in this country: look at the time it takes to make a Savile Row suit or a single malt whisky," Walpole's Ms. Brocklebank said. "And so much joy comes from anticipation, rather than gratification.

"And after a long time in the Dark Age of the pandemic, Bond has arrived to give us the hope it is nearly all over," she said. "Like Bond, British luxury not only keeps on going it just gets better and better."