

WATCHES AND JEWELRY

Bremont wins \$59M investment from US investors to grow watchmaking business globally

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Nick and Giles English are cofounders of Bremont. Image credit: Bremont

By LUXURY DAILY NEWS SERVICE

Bremont Watch Company has received a \$59 million investment from an existing shareholder as the British watchmaker aims to bolster its domestic manufacturing facilities and global sales and retail footprint.

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U.S. billionaire investor Bill Ackman and his Hellcat Acquisitions arm already an investor have bought a significant minority interest in the London-based company. This support, along with Bremont's own record earnings for 2022, will boost its efforts toward global expansion.

"Nick and I are thrilled that Bill has moved from collector to investor, joining our longstanding shareholder, Hellcat, as partners in Bremont," said Giles English, cofounder of Bremont, in a statement.

"This new capital will enable us to invest in marketing, distribution and talent," he said. "This is not just a boost for Bremont, but also for Britain."

The deal calls for the appointment of a new CEO, whose search is being led by executive recruiter Egon Zehnder.



Watchmaking at The Wing, Bremont's manufacturing HQ in Henley on Thames. Image credit: PRNewsfoto/Bremont Watch Company

Right timing

Bremont is the United Kingdom's No. 1 watch brand.

Founded in 2002, **Bremont** has already been credited with bolstering the British watch industry. This support for Britain extends to sport as well. In 2020, the brand entered into a five-year sponsorship of both the England Rugby team and Twickenham Stadium ([see story](#)).

Known for its intricate engineering elements and an affinity for military and aviation, it has made manufactured timepieces for several elite squadrons.

Aside from these new ventures with old friends, Bremont has enjoyed its most successful financial year since its founding.

In 2021, Bremont opened The Wing, a 35,000-square-foot manufacturing and technology center in Henley, U.K., making it the first brand in 50 years to manufacture watches at scale in the country.

This, along with strategic boutique openings throughout the world, increased demand for the brand's new watch lines. As a result, Bremont's revenue grew by 28 percent.

The brand's national pride notwithstanding, it has nonetheless set its sights on the world, particularly the United States market where the watch industry is thriving. These new infusions of capital will ensure the brand can raise its global profile.

"The U.K.'s rich horological past laid the foundation for Nick and Giles to found and grow Bremont into one of the watch industry's preeminent brands and engineering companies," Mr. Ackman said in a statement.

"I am thrilled to have the opportunity to become a shareholder of Bremont at a fulcrum point in the company's evolution, and to see it take its rightful position as a global leader in watchmaking," he said.