

JEWELRY

Bremont backs Norwegian mountaineer in vie for historic summit record

May 1, 2023



Ms. Harila, already a title holder, has started the clock on her path to a new daring feat. Image credit: Bremont

By LUXURY DAILY NEWS SERVICE

British watchmaker Bremont is celebrating the resilience of Norwegian mountaineer Kristin Harila.

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The brand ambassador is once more setting out on a quest to become the fastest person and first woman to ever summit the planet's 14 highest peaks in one climbing season. Wearing a Bremont watch, she conquered the first of the mountains at the end of April, supported by the company for a second time the first time was deterred by permit-related barriers.

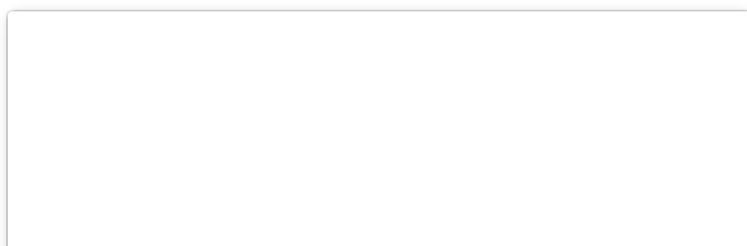
"We met Kristin when she was looking to start out on what would become Bremont 14 Peaks' and it was clear that her grit, determination, and sheer ability could rival any of the top mountaineers regardless of gender or experience," said Giles English, cofounder of **Bremont**, in a statement.

"She has more than proved what she's capable of and was all set to not only be the first woman to summit all 14 peaks but was poised to take the world record," Mr. English said. "With the Tibetan mountains at the start of the expedition in 2023, we hope permit issues can no longer stand in the way of her achieving her ultimate goal and we wish her all the best for the journey ahead."

New heights

Bremont has been following Ms. Harila's journey, lifting her successes on social media.

Upon summiting Tibet's Shishapangma peak in the Himalayas on Wednesday, April 26 at 5 p.m., the brand announced her achievement, noting that "the clock starts now" for her six-month and six-day season attempt.



[View this post on Instagram](#)

A post shared by Bremont (@bremontwatches)

Tracking Ms. Harila's time and climbing updates on its website, Bremont highlights the milestone in real-time for fans of climbing. The feature aligns with the brand's longstanding support of mountaineers.

In July 2019, Bremont backed a similar attempt, as brand ambassador Nirmal "Nims" Purja aimed to climb all 14 of the globe's tallest mountains in seven months. His background and summits were also boosted ([see story](#)).

Like Mr. Purja, Ms. Harila wore a [Submarine S300](#) series selection for her first summit of the challenge, durable and built for extreme environments.

[#SheMovesMountains](#) The story from Shishapangma 8027m, April 26th 2023

You can read the detailed story of my climb on Shishapangma here: <https://t.co/OdmAmrz5gu>
[#KristinHarila](#) pic.twitter.com/FJrwD4NhYq

Kristin Harila (@kristin_harila) [April 29, 2023](#)

As her 2022 "Bremont 14 Peaks" challenge was jeopardized due to problems attaining the proper permits in Nepal, the new attempt, "She Moves Mountains," begins in the country with this first achievement.

Centering her endurance in coverage of the season-long effort, the 37-year-old climber embodies the spirit of the brand and its watches, says the luxury label. Before she set off, Bremont met with her to discuss plans for the road ahead, publicizing her remarks on the brand's site.

Ms. Harila is prepared to tackle the peaks in full

Pending fair weather conditions, next up is Cho Oyu, on the border of China and Nepal and also in the Himalayas.

Regardless of the outcome, Ms. Harila stands as the fastest woman to ever summit Everest and Lhotse, in 8.5 hours. She is also the fastest person to ever summit the "High Fives" Everest, K2, Lhotse, Kanchenjunga and Makalu as well as Annapurna, Dhaulagiri, Lhotse, Makalu and Kanchenjunga with Nepalese mountaineer Dawa Ongju Sherpa.