

COMMERCE

Eyeing expansion, Bremont secures new CEO

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Davide Cerrato now steps into the role of chief executive officer and member of the board at the brand, bringing with him decades of industry experience. Image credit: Bremont

By LUXURY DAILY NEWS SERVICE

British watchmaker **Bremont** has tapped a longtime horological professional to lead the company.

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Davide Cerrato now steps into the role of chief executive officer and member of the board, bringing with him decades of industry experience bolstering in-house expansions. The appointment comes on the heels of a major investment in January 2023, as U.S. investor Bill Ackman and Hellcat Acquisitions arm put \$59 million toward a minority stake in Bremont.

"Davide is a proven world-class executive who has spent his career leading successful transformations of watch brands and designing some of today's most iconic watches," said Mr. Ackman, in a statement.

"I am thrilled to have him join Bremont at this pivotal moment in the Company's evolution," he said. "Davide's passion for the industry, wealth of expertise and great vision will help enable Bremont become a global leader in watchmaking."

Clocking in

Formerly headed by confounding sibling pair Nick and Giles English, Bremont has installed an industry veteran as CEO.

Serving as head of marketing, design and product development at Rolex's sister company Tudor from 2007 to 2015, Mr. Cerrato is credited with guiding a 2012 relaunch. That same year, Mr. Cerrato debuted a refreshed design of the brand's Black Bay watch the model would become one of Tudor's most popular.

In 2015, Mr. Cerrato moved on to German luxury goods maker Montblanc as the managing director of its first watch division. There, he created the "1858 Geosphere," a hero product among the brand's then-portfolio.

Most recently, Mr. Cerrato served as CEO and creative director of Swiss watchmaker HYT, established in 2012.

"I am incredibly excited to be joining Bremont," said Mr. Cerrato, in a statement.

"I have long admired what Nick and Giles have managed to achieve in a relatively short space of time," he said. "The brand has been on an amazing journey and I'm looking forward to working with the entire team to take it to the next level."

Bremont has experienced a period of significant annual growth.

Bremont is thrilled to announce that renowned investor, [@BillAckman](#), has purchased a substantial minority interest in the company alongside Hellcat LP, Bremont's long-standing lead investor, which also increased its investment as part of the transaction.<https://t.co/dSPbGXFa9q>

Bremont (@Bremont) [January 23, 2023](#)

Last year's 2022 performance marked the brand's most successful financial year since its 2002 founding, with year-over-year revenue increases of 28 percent ([see story](#)).

The year before, Bremont debuted The Wing, a technology and manufacturing center in the United Kingdom in so doing, it became the first company in half a century to make watches at scale within the nation.

In 2020, Bremont continued to uplift its home country, stepping into the role of official timekeeper for the U.K.'s Twickenham Stadium and England Rugby Team ([see story](#)).

"We are thrilled to have recruited a world-class CEO to support our ambitious vision for Bremont," said Mr. English, in a statement.

"Following the 48.4 million euros (\$59M) investment by Bill Ackman and Hellcat LP announced in January, Bremont is now well positioned to execute on its future plans for growth."