

JEWELRY

# Vintage Tag Heuer 'regatta watch' model gets revamp from Bamford, Rowing Blazers

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*The piece is inspired by Tag Heuer's "Yacht-Timer," worn by competitive sailors in the mid-to-late 20th century. Image courtesy of Rowing Blazers*

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By LUXURY DAILY NEWS SERVICE

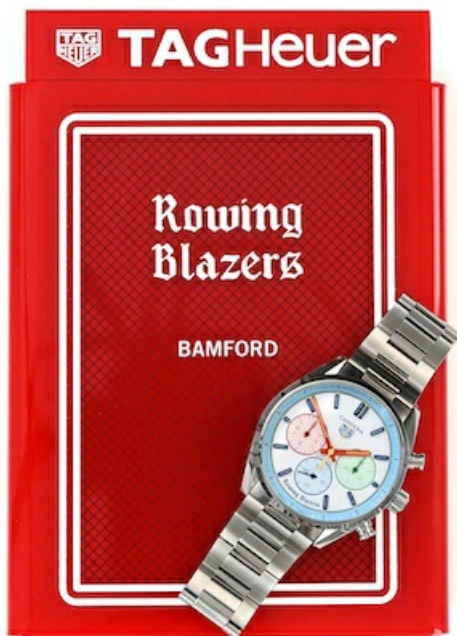
A new release involving Swiss watchmaker **Tag Heuer** references the company's history with competitive sailing.

Tag Heuer has collaborated with London-based timepiece retailer Bamford Watch Department and U.S. clothing brand Rowing Blazers to create a 42 mm "Yacht-Timer" Carrera. With just 99 Rowing Blazers x Bamford Tag Heuer Carrera units floating, each is priced at \$8,900, available exclusively at [rowingblazers.com](https://rowingblazers.com) starting Friday, Oct. 13 at 11 a.m. ET.

## Ode to the past

Born of a shared passion for high-profile regatta participants' chronograph of choice throughout the 1960s and 1970s, the founder of Rowing Blazers teamed up with George Bamford of Bamford Watch Department and Eric Wind of Wind Vintage to generate the updated design.

Featuring 1-minute sections that mimic the Yacht-Timer of yesteryear, Rowing Blazers x Bamford Tag Heuer Carrera draws upon the latter company's codes and cues, reclaiming the original's white dial, bright blue text, and hints of pale red, blue and green.



*The brands are reviving a throwback with the creation of a 42 mm Yacht-Timer Carrera. Image courtesy of Rowing Blazers*

Here, the limited-edition Carrera also adopts cross-hatching, applying an effect reminiscent of the "Ben-Day dots" used in comic book art and pop art of past eras. Its color scheme aligns with signature hues often used by Tag Heuer's preppy clothing partner.

"I've always loved the Heuer Yacht-Timer both for its sporting origins and its very Rowing Blazers color scheme, but also because there's something very Roy Lichtenstein about the way the colors are rendered," said Jack Carlson, founder of Rowing Blazers, in a statement.

"Eric loves vintage Heuer stopwatches too, and we've dreamed of producing our own watch in the style of these amazing pieces," Mr. Carlson said. "It's a dream to work with Tag Heuer and Bamford to make this a reality."

In another nod to pieces of the past, French jewelry maison Cartier unveiled new takes on its storied line of Tank watches, promoting the picks in a campaign that united past and present ([see story](#)).

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