

JEWELRY

New Bremont capsule celebrates 200th anniversary of sea rescue charity

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The brand has released three special-edition watch models to commemorate the work of the Royal National Lifeboat Institution (RNLI), a charitable 24-hour lifeboat search and rescue service. Image credit: Bremont

By LUXURY DAILY NEWS SERVICE

British watchmaker Bremont is honoring the lifesaving work of a local organization with a few charitable releases and a corresponding short film.

The company's latest initiative tributes and supports the mission of the Royal National Lifeboat Institution (RNLI). Operating across the United Kingdom and Ireland, Bremont is celebrating the 24-hour lifeboat search and rescue service known for saving lives at sea as its 200th-anniversary rolls around, marking the milestone with the launch of three limited-edition timepieces.

"In life, we're often faced with challenges, unpredictable and unforgiving, but there are those who rise to the occasion, who go above and beyond when duty calls," said Jason Fox, English television personality and brand ambassador for **Bremont**, in the video.

"Today, I want to share a story of true heroes, the RNLI," Mr. Fox said. "The RNLI, like Bremont, embodies the spirit of taking it further."

Giving back

The brand is supporting a vital project in more ways than one: a percentage of the proceeds from the sale of the line will go directly to the RNLI, which has saved over 143,000 lives since its founding on March 4, 1824.

The new collection includes the S500 RNLI, S300 RNLI and SOLO-34 RNLI in varying colorways. According to Bremont, the timepieces will be produced in limited quantities of just 200 pieces per model.

"Bremont has partnered with the RNLI to create a series of limited-edition watches," said Mr. Fox, in the short film.

Bremont's content explores the history of heroism at the Royal National Lifeboat Institution

"By wearing one, you're making a statement that echoes the courage and dedication of those who stand watch over our coasts."

Each of the Bremont x RNLI units sports the RNLI logo on the backside of its case, alongside text reading, "With courage nothing is impossible 200th anniversary." Available now on the watchmaker's [website](#), the timepieces range in price from \$3,795

to \$4,895.

The company, which is fairly new relative to popular luxury watchmaking peers Bremont was founded in 2002, and debuted its first watch in 2007 saw much activity last year, taking a \$59 million investment from an existing shareholder to strengthen its domestic manufacturing facilities and global retail footprint ([see story](#)) before welcoming a new CEO in May ([see story](#)).

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