

## **BAMFORD LONDON WATCH INSPIRED BY THE DEFENDER: SUSTAINABILITY THROUGH LONGEVITY**

- **Bamford London and Land Rover collaborate to create limited-edition LR001 watch**
- **Inspired by the Defender, LR001 combines restrained surfaces with inherent capability**
- **Sustainability through longevity with a titanium case and premium automatic movement**
- **Just 100 examples available worldwide**
- **Buy from Bamford London (UK RRP £1,350 including VAT) [www.bamfordlondon.com](http://www.bamfordlondon.com)**

**Gaydon, Warwickshire; 14 November 2022** – Bamford London and Land Rover have harnessed their shared commitment to design and precision to create the limited-edition LR001 watch.

Like the incomparable SUV that inspired it, the LR001 is a creative endeavour for adventurous hearts. Designed by the team at Land Rover and built by Bamford London, just 100 examples are available worldwide.

Reflecting the Defender design language, the LR001 combines restrained surfaces with inherent capability. Built to last with a 40mm titanium case and a premium Sellita SW200-1b automatic movement, with a refined ruthenium anthracite finish it embodies sustainability through longevity.

Encased in grey titanium, the visually engaging design has a toned grey cut-away dial that highlights its technical precision. Underneath the cutaway dial is the hidden luminescence, emitting a subtle green hue for low-light use. It features subtle 'LR001' text in Bamford's signature aqua blue at six o'clock on the dial.

Four resilient bio-based 18mm straps are available, in black, navy, light tan and dark tan. Each one is a sustainable alternative to traditional leather. The black, light tan and dark tan options are created from corn-derived sustainable PU leather, while the navy option is made of Cordoba, a woven recycled nylon coated to be hydrophobic and durable.

George Bamford, Founder & CEO, Bamford London said: I am proud and excited to reveal this collaboration inspired by one of the world's most iconic vehicles, the Defender. The grey dial on a fixed lug, grey titanium case is the first iteration of the LR001. I have a long-standing relationship with Land Rover and I am honoured to work with the design team as we unveil our first watch."

Prof Gerry McGovern OBE, Chief Creative Officer, Jaguar Land Rover, said: "Created with intrinsic longevity and encompassing Defender's reductive character, the LR001 has a compelling design which is precisely executed though its refined and crafted form."

The LR001 watch is available directly from Bamford London with a UK RRP of £1,350 (including VAT). Visit [www.bamfordlondon.com](http://www.bamfordlondon.com).

**ENDS**

**Editors' notes**

**Technical information:**

- **TYPE:** Automatic watch in titanium case
- **MOVEMENT:** Sellita SW200-1b, 26 jewels, 28,800 Vph, 41-hour power reserve, refined ruthenium anthracite finish, blued screws. Premium (Top) regulation/adjustment. Glucydur balance. Incabloc shock-protection.
- **FUNCTION:** Self-winding mechanism with ball bearing; hours, minute and sweep centre seconds; stop second device
- **CASE MATERIAL:** Titanium
- **CASE DIAMETER:** 40mm
- **CASE THICKNESS:** 13.25mm
- **CASEBACK MATERIAL:** Titanium
- **WATER-RESISTANCE:** 100m/10ATM
- **LUG WIDTH:** 18mm

**About Land Rover**

Since 1948 Land Rover has been manufacturing authentic 4x4s that represent true 'breadth of capability' across the model range. Defender, Discovery, Discovery Sport, Range Rover, Range Rover Sport, Range Rover Velar and Range Rover Evoque each define the world's SUV sectors, with 80 per cent of this model range exported to over 100 countries.

**About Bamford London**

Bamford London is the world's ultimate hub for personalised luxury products. Bamford London proudly presents a fantastic range of watches and meticulously crafted, top-class accessories that have been designed to complement your lifestyle and re-define luxury as a truly personal statement. Personalisation is paramount to the business and is the bedrock of everything they do – constantly delivering the highest quality service. The Bamford Mayfair watch was the first to launch which evolved on the wrist of their clients and was inspired by George Bamford, the founder of Bamford Watch Department to satisfy the clients desires. George and the team continue to drive innovation with their Bamford London GMT, Bamford Mayfair Sport and Bamford B347 models. Check out the website for all their products [www.bamfordlondon.com](http://www.bamfordlondon.com)