



## **BREMONT AWARDED THE BEST EMERGING LUXURY BRAND AT WALPOLE AWARDS 2008**

Bremont Watch Company had the honour of being awarded the Walpole Award for 'Best Emerging British Luxury Brand' at the 2008 Walpole award for British excellence which took place yesterday, 17<sup>th</sup> November 2008. This was the 8th year of the Walpole awards which honours exemplarily Luxury Brands and a commitment to British Excellence. The prestigious awards ceremony was attended by leading industry experts, high net worth individuals, celebrities and was sponsored by Barclays Wealth.

This Award recognises the considerable success that Bremont has achieved since its launch in July 2007. It took more than four years of research and development to bring the first series of Bremont watches from the drawing board to reality. The last year Bremont has seen meteoric growth launching in over 25 of the best retailers across the UK (including Harrods, Watches of Switzerland and Hamilton & Inches) and successfully launched in the US. In 2008 Bremont were also delighted to announce their position as Official Timing Partners of the Goodwood Festival of Speed and the Epsom Derby.

All design and case finishing for Bremont watches happen in Britain with the movements and final hand-assembly happening through their skilled watchmakers in a dedicated atelier in Biel-Bienne, Switzerland. Each timepiece contains an air of quintessential Britishness derived from the background of the brand's aviator founders, brothers Nick and Giles English.

Bremont Watch Company offers a range of highly developed aviation inspired timepieces of exceptional quality and high aesthetic value. In addition to extensively laboratory testing, each model has been rigorously used 'in the field' by professional adventurers and sportsmen. These include actors Ewan McGregor and Charlie Boorman, mountaineer Bear Grylls, round-the-world yachtsman Mike Golding, Everest climber Jake Meyer and, of course, aviators Nick and Giles English and their fellow professionals, including pilots of the elite US Navy Test Pilot School. Flying historic aircraft has been in Giles and Nick English's blood from a very early age, as has their love for watches and all things mechanical.

Following on from the success of the ALT-1 and BC series, Bremont launched its first Limited Edition watch a few months ago. The EP120 watch has been named after (and contains parts of) a famous 1942 Spitfire Mk V aircraft, which is possibly the most credited WWII fighter in existence and is now based in Duxford in Cambridgeshire. Some of EP120's original parts, saved during restoration, are integrated into Bremont's EP120 range in beautiful ways, including the dial and movement. There were 120 pieces available, all of which were pre-ordered before the watch arrived in store, demonstrating the demand for such an original timepiece.

Continuing this rapid growth Bremont are now looking at expanding into Asia in early 2009 and are currently in talks with major retailers in Malaysia, Singapore and Hong Kong. In 2008 Bremont received financial investment from two prominent leaders in the luxury field, John Ayton (co-founder of Links of London), and Robert Bensoussan (ex CEO of Jimmy Choo). Their wealth of experience of successfully developing Luxury Brands internationally, combined with the continuing support of the Walpole Organisation, is helping to open doors for Bremont as part of their overseas expansion.

It has been an exciting first few years for Bremont and the English Brothers and they are delighted to have been recognised by the panel of judges and chosen for this prestigious award of "Best Emerging British Luxury Brand".

"Nick and I set out knowing nothing about luxury but felt we could build beautiful watches. For people to feel the same passion about Bremont as we do, and to position us with other great British Luxury Brands is wonderful".

For further press information on the award or Bremont in general, please email Rebecca Reed [Rebecca@fraserbrandinnovation.co.uk](mailto:Rebecca@fraserbrandinnovation.co.uk) or phone 020 7349 8703

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