

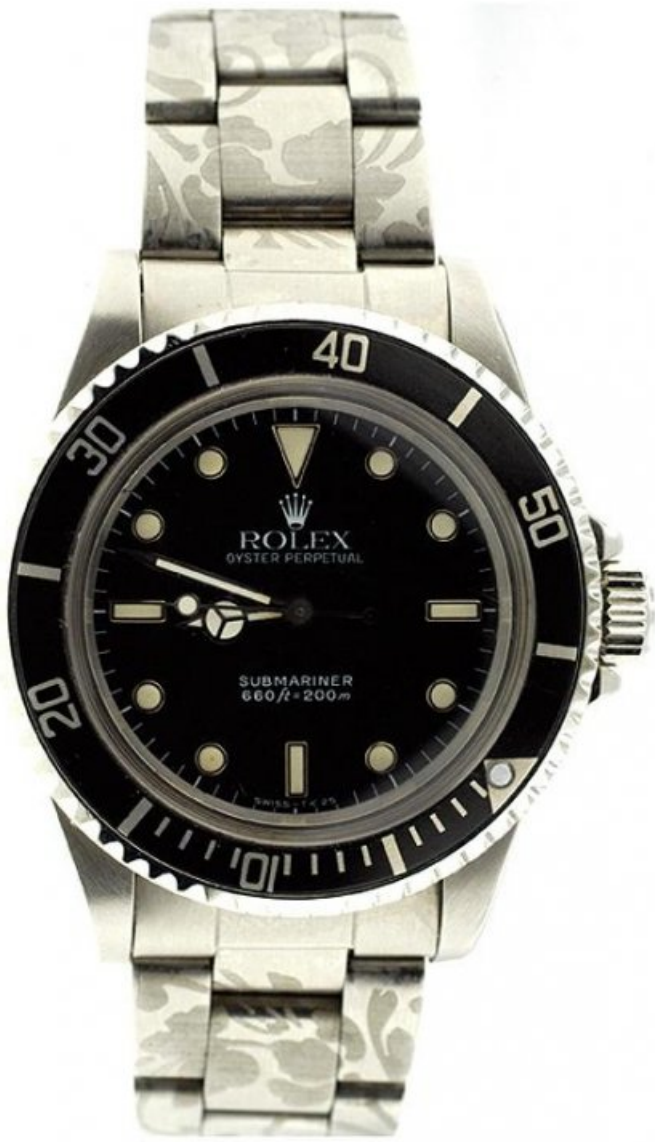
CLASSIC DRIVER

Bellum Classics



Bellum Classics of New York has unveiled its autumn collection of customised, vintage wristwatches, entitled 'The Love Collection'. The company recycles top quality watches - everything from military watches to pieces from Rolex and Patek - and puts its own spin on them. With redesigned bands and faces, the back of each piece is decorated with intricate hand-done designs. The Love Collection is, we're told, "dedicated to all the lovelies who played and to catch the ones who ran away".

Each watch has been handpicked for its own distinctiveness, then overhauled and customised. The collection ranges from obscure, obsolete, vintage watch brands to high-end timepieces from the 1940s through 1980s, while clients can also request made-to-order items.





Founded in 2006 by Ryan Bonilla and Phillip Feng, the name Bellum Classics derives from the Latin word for war. "Creating a high-end, designer collection is a fight in itself," they say. "It takes courage and it is a struggle." For every Bellum Classics timepiece sold, a donation will be made to an art or environmental foundation of the buyer's choice.



Launching the company with individualised vintage wristwatches, the plan is to move on to projects that include creating customised vintage automobiles and electric-powered motorcycles.

For further information, see www.bellumconcepts.net. A selection of pre-made watches is available for viewing by appointment only.

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