

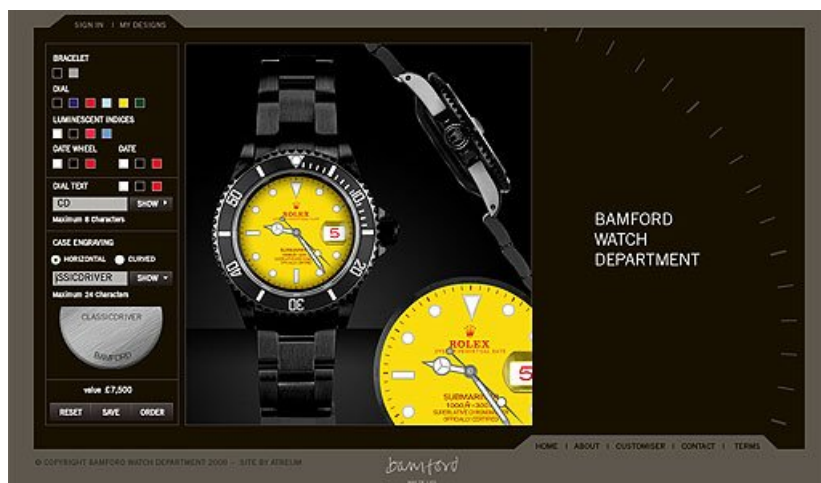
CLASSIC DRIVER

[Bamford Watch Department: Now Online](#)



A fully interactive new website has been launched, dedicated to luxury Rolex timepieces, allowing the user to configure a customised specification online.

The website, www.bamfordwatchdepartment.com, is true to Bamford's aims of being a leader in this highly specialist world, a world where classic watches can be customised according to the individual tastes and preferences of the buyer.



The Bamford Watch Department grew from George Bamford's collection of customised Rolex watches, created some four years ago. He wanted to enable buyers to "give a classic timepiece a completely unique personality". But things have not stopped here. The choices available to the customer continue to grow, with the recent introduction of a bespoke dial colour matching service – now available online – to match your car, your yacht, your racing colours, or simply your own personal style. In addition, of course, you can choose the finish on the bracelet, the colour of the date wheel and luminescent indices, or perhaps have text added to the dial itself – or the case engraved with a message.

SIGN IN | MY DESIGNS

ENQUIRE

FIRST NAME

SURNAME

ADDRESS

POSTCODE

TELEPHONE

MOBILE

EMAIL

YOUR SELECTED DESIGN WILL BE SENT TO US ALONG WITH YOUR CONTACT DETAILS. PLEASE PROVIDE YOUR PREFERRED METHOD OF CONTACT, AND ONE OF OUR TEAM WILL BE IN TOUCH TO DISCUSS YOUR REQUIREMENTS.

CALL NOW +44 (0) 207 881 8019

NEW WATCH DESIGN

☐ BRACELET ☐ LUMINESCENT INDICES

☐ DIAL ☐ DATE WHEEL

☐ DIAL TEXT ☐ DATE

☐ DIAL TEXT ☐ CASE ENGRAVING

I WOULD LIKE TO BE CONTACTED BY:

☐ PERSONAL SHOPPER CALL BACK

☐ EMAIL

EMAIL

SEND

BAMFORD WATCH DEPARTMENT

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bamford

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Currently, the online service is limited to the Rolex Submariner, but a personal shopper service caters for customers interested in personalising other models within the Bamford Watch Department collection: Rolex Yacht Master, Rolex GMT, Rolex Explorer II, Rolex Sea Dweller, Rolex Daytona and Rolex Milgauss.

Have a go at specifying your own perfect timepiece at www.bamfordwatchdepartment.com.

Text: Charis Whitcombe

Photos: Bamford Watch Department

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