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Popeye and Beetle Bailey Bamford Watches: Cartoon time

Lead

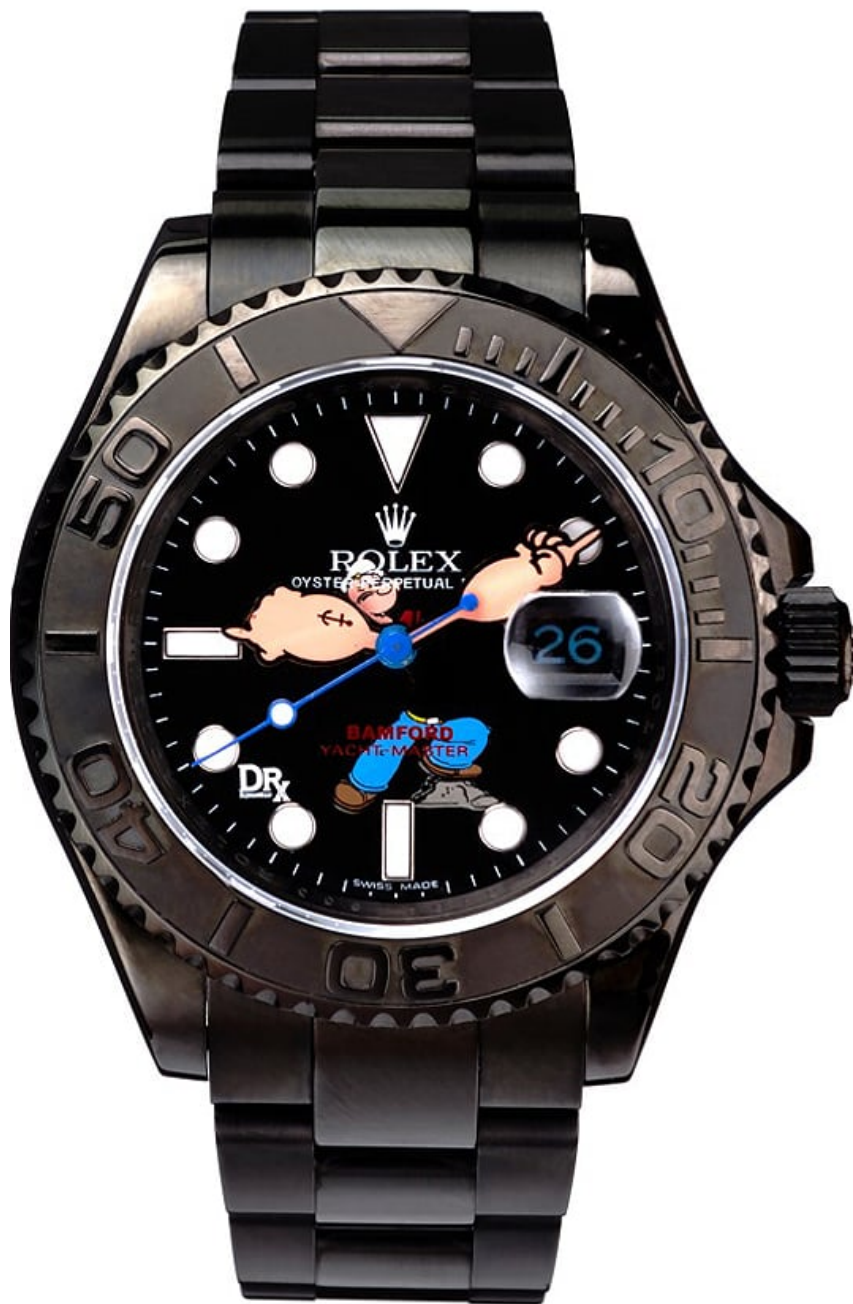
Here's something new from the Bamford Watch Department: the watch specialist from London has unveiled an Americana and military-themed collection devoted to two great comic-book heroes: Beetle Bailey and Popeye the Sailor.

The watches have been devised in collaboration with fashion guru Darren Romanelli, and are based on the Rolex Submariner and Yachtmaster models.

According to the Bamford Watch Department, the collection celebrates both the Army and Navy, with the world's laziest Private and the mightiest mariner integrated into the fronts of the custom-designed watches, while the back of each one is engraved with the Dr. Romanelli logo and its Special Edition number.

"We have created an Army-Navy fashion collection that maintains our sense of uncompromising style and quality," said George Bamford, CEO of Bamford Watch Department. "We are proud to be the first company to personalise a range of steel sports watches and this whimsical design approach is simply delightful."







“America is my country,” adds Darren Romanelli, “and the whole Americana fashion trend is so very near and dear to my heart. I’m thrilled to be continuing the creative collaboration that has generated such unique energy by re-envisioning these classic King Features characters and showcasing tastemaker culture in a very innovative format.”

Photos: Bamford Watch Department

Gallery

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