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[Never forget to smile with Bamford's latest Snoopy-inspired Rolex](#)

Lead

For its latest limited-edition customised Rolex, Bamford Watch Department has teamed up with the French boutique Colette to rerelease the Snoopy-inspired Datejust...

Watch enthusiasts might ordinarily associate Snoopy with Omega's Apollo-inspired Speedmasters, but the loveable cartoon character can be found on a small number of Rolexes as well, thanks to the folks at Bamford Watch Department. Originally designed in collaboration with The Rodnik Band, a pop-art-inspired fashion house, the new timepiece utilises Colette's signature shade of blue for Snoopy's cape and the Woodstock seconds hand. The [Datejust](#) is available only in [Colette](#) stores, and while stocks last.

Photo: Bamford Watch Department

Gallery

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