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Bamford’s Fragment-designed Zeniths won’t stick around for long

Lead

Last year, Bamford Watch Department became the official customiser for Zenith, TAG Heuer, and Bvlgari timepieces. Now, the Mayfair boutique has teamed up with the legendary Japanese fashion label Fragment to create a limited edition El Primero...

Fusing old and new



Designed by Fragment’s founder Hiroshi Fujiwara, the BWD x Fragment Zenith El Primero is beautifully subtle, retaining its original steel case and bracelet but incorporating a simple yet striking dial design that’s very much in line with Fujiwara’s modern aesthetic. As with some of Bamford’s previous special edition timepieces, the El Primero will be sold exclusively by Dover Street Market, at its boutiques in London, New York, Singapore, and Tokyo. Don’t miss out on this modern take on a pillar of the watch community.

Photos: Bamford Watch Department

Gallery

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