

CLASSIC DRIVER

Mr Porter’s bespoke Bamford-designed Zenith is a bolt from the blue

Lead

You best act quickly if you’d like to secure Mr Porter’s new bespoke Zenith timepiece, created in collaboration with Bamford Watch Department. Just 25 of the ‘Solar Blue’ special editions will be sold, from 15 November 2018...

Blue yonder



Did you know that Zenith was the first Swiss luxury watch brand to appear for sale on Mr Porter, the renowned online menswear retail destination? It’s appropriate, then, that Mr Porter turned to Zenith and its official customisation boutique Bamford Watch Department to create a special edition timepiece exclusively for its shoppers.

An exercise in elegance and restraint, the 38mm watch is based on the Zenith Heritage 146 and boasts several nods to the watchmaker’s heritage, including the tachymeter from an early-1970s El Primero and a red second hand. Its brilliant ‘Solar Blue’ dial, however, which is contrasted with white Zenith and Bamford logos and complemented by a darker-blue Alcantara strap, is a thoroughly modern touch. As we mentioned, just 25 will be built and individually numbered at Zenith’s factory in Switzerland and sold exclusively via Mr Porter, priced at 7,100 euros each.

Photos: Bamford Watch Department

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