

THE SKY IS  
THE LIMIT:  
BREMONT

MARC  
NEWSON

PARTNERS IN  
SPEED: ROLEX &  
MOTORSPORTS

DANIEL  
RICCIARDO

# chrono



# FARER CHRONOGRAPH AUTOMATICS



British brand Farer is famous for its solid Swiss calibres and colourful dials. The watches are conceived at the company's London studio and are named after British adventurers and vessels - a nice touch that lends the models a sense of heritage and prestige. This historic "appropriation" is also a sign of focused production since all collections must adhere to a strong USP that is anchored in traditional values, namely one that champions "the well made". This said, the idea behind the brand is thoroughly modern: Farer's four British founders set out to democratise and demystify Swiss watchmaking by creating high performance products that are affordable and fun to look at.

A case in point are the marque's trio of 39mm mechanical chronographs: colourful, creative and equipped with a top-grade calibre, the ETA 2893-2, universally regarded as a leading-edge example of mechanical engineering. The price tag is really very attractive - a mechanical chronograph that is this stylistically accomplished is nothing short of a bargain for £1675 a pop.

The first of the trio, the Cobb, is a lovely looking watch with an eye-catching asymmetric blue-on-blue dial which is elegantly rounded off with a utilitarian orange tachymeter scale. Its defining feature is its bold "signal yellow" chronograph hand that has a pop out effect against the dial's aqua and dark blue tones. More classic and vintage-looking is the Eldridge with its rich chocolatey dial that changes to coppery tones in the light. The Segrave is the sportiest of the bunch thanks to its white-on-black reverse panda dial and punchy tangerine chronograph hand. The watches, each presented on a conformable overstitched American Horween leather strap, are all named after British land speed record holders: John Cobb, Ernest Eldridge and Sir Henry Segrave were the speed kings of the early 20th century. It's comforting to know that their spirit is being celebrated by such a genuinely passionate British brand.

Story by Alex Zagalsky