



Timing is everything

series Simon de Burton

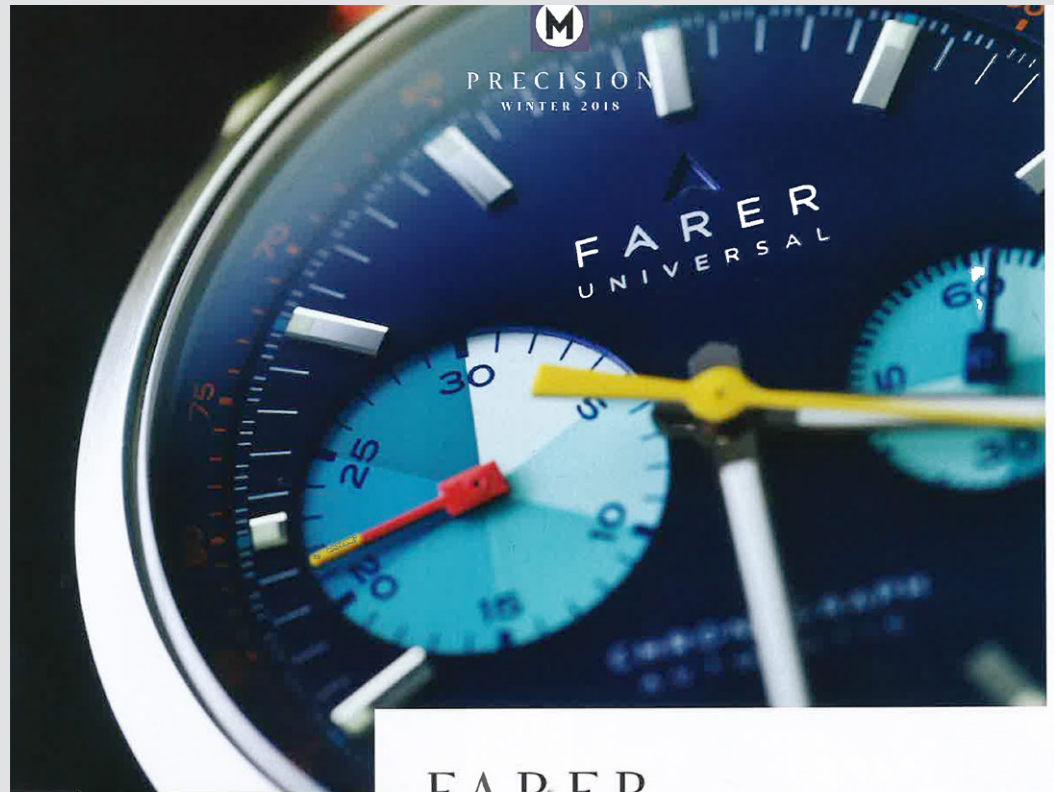
# PRECISION

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## FARER



From top: Cobb, Eldridge and Segrave £1675

There's no shortage of UK-based watch brands that design their products over here and have them manufactured elsewhere, often in Asia. But one that really stands out is the fast-growing Farer founded just three years ago by four entrepreneurs, among them the highly experienced businessman (and classic car collector) Paul Sweetenham, formerly the European boss of retail giant TJX.

The name Farer (as in 'wayfarer') was chosen to reflect the brand's adventurous side, and the various models in the collection are named after celebrated British travellers, adventurers, daredevils or expedition vessels - speed record breakers John Cobb, Ernest Eldridge and Henry Segrave, for example, the 19th century explorer John Oxley, or Charles Darwin's ship *The Beagle*.

All Farer watches are designed in Britain, often using bold colours and contrasting textures that set them apart. Importantly, however, they are made in Switzerland by independent manufacturer Koventa-Henex, which creates watches for some of the most recognised brands in the business.

From an initial quartz-only offering, Farer now offers mainly hand-wound and automatic mechanical watches including a superb GMT model, a cushion-cased dive watch and a classic-looking three-hand automatic.

Its latest and most ambitious launch, however, takes the form of its first automatic chronograph, available in three variations. The Cobb features an unusual, asymmetrical dial design finished in matt navy blue with contrasting light blue sub-dials and a highly visible signal yellow chronograph hand, while the Eldridge and Segrave versions feature brown and black dials respectively, each with characteristically bright detailing.

All three models have an outer seconds track and tachymeter scale for speed and distance calculations, and the 39mm cases are equipped with Farer's signature bronze crown that matches the polished bronze winding rotor visible through the transparent back.

[www.farer.com](http://www.farer.com)