

CLASSIC DRIVER

[This Popeye edition Bamford GMT is for the spinach lovers](#)

Lead

Bamford London has marked the 90th anniversary of Popeye with a charming limited-edition version of its automatic GMT...

“I’m strong to the finish, ’cause I eats me spinach”



Created in collaboration with the classic cartoon’s syndicate King Features, the Bamford London GMT ‘Popeye’ is a fun nautical-themed version of the brand’s first automatic timepiece, built to celebrate 90 years of the spinach-eating sailor. The 1970s-style stainless steel case has been paired with a navy-and-white dial and blue canvas strap.

Popeye himself stands proud in the middle of the dial, his hilariously muscular arms serving as the hours and minutes hands. On the case back, there’s a Popeye engraving signifying the 90th anniversary. Even more whimsical is the presentation box, which features a set of fun Popeye-inspired Bamford stickers and a watch case shaped like a can of spinach. Just 50 GMT ‘Popeye’ editions will be built, priced at £1,500, and available directly from Bamford London’s website. Needless to say, they won’t hang around for long.

Photos: Bamford London

Gallery

Source URL: <https://www.classicdriver.com/en/article/watches/popeye-edition-bamford-gmt-spinach-lovers>
© Classic Driver. All rights reserved.