

CLASSIC DRIVER

[Bamford drops the mic with the new B347 chronograph](#)

Lead

In the last four years Bamford had steadily grown from its Mayfair model that launched in 2017 to an exciting brand that focuses on cutting edge collaborations and it's own timepieces. Today we welcome the stunning B347, an automatic monopusher chronograph.



Classic Driver was recently invited to George Bamford's Mayfair boutique for an advanced viewing of the new watch and instantly we were trying to work out what to sell, to make space for it on our wrist. Supplied in two colourways; the signature Bamford aqua blue and black and the classic black and white 'reverse panda' there is no doubt the reception to Bamford's most advanced timepiece yet will be exceptional.



The 41.5mm black, forged carbon fibre case houses a Sellita SW150 automatic movement while a single push-button provides the start stop function of the chronograph. The strap is a high-quality rubber item in black, but there are four further colour options available - red, yellow, blue and khaki. There will also be leather, Cordura and canvas strap options. We would be particularly excited to pair the Bamford aqua dial with a matching aqua cordura strap.



Chatting with George it's clear to see that passion for design and packaging running so deep. And the packaging is a real masterpiece, the box doubling as a neat display case. The logo work takes inspiration from the typography of 70s Ferrari manuals, and the name? Well, that's for you to work out!

George says: "The Bamford B347 is an exciting next step for Bamford London, and it has been a long-standing desire of mine to create this watch. The monopusher chronograph is one of my favourite types of watches as I love the asymmetric layout and simplicity of function. I am always drawn to a retro modern design with the use of cutting-edge materials, and I always strive to push the design limit."



The watch is [priced at £2500 can be bought directly from Bamford London](#) and Hodinkee for one month, after that it will be available from Bamford London selected partners worldwide.

Thank you to Duke of London for the loan of the Meyers Manx.

Gallery

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