



HOTEL DU CAP-EDEN-ROC
CAP D'ANTIBES

BAMFORD
L O N D O N

BAMFORD LONDON UNVEILS LIMITED-EDITION RIVIERA TIMEPIECE IN PARTNERSHIP WITH HOTEL DU CAP-EDEN-ROC

Antibes, May 2025

Bamford London is proud to announce the launch of the *Bamford Riviera*, a limited-edition timepiece created in exclusive partnership with the legendary Hotel du Cap-Eden-Roc. This elegant new model is a tribute to timeless sophistication, the art of travel, and the enduring spirit of the French Riviera.

Each *Bamford Riviera* watch features a stainless-steel bracelet and is accompanied by an additional rubber strap, available in a choice of three Riviera-inspired colours: Sea Blue, Sky Blue, or White. The iconic Eden-Roc lifebuoy is delicately integrated into the second's hand. In terms of specification of the creation the timepiece is automatic (self-winding movement), waterproof to 100 meters, unisex and customisable through the straps.

George Bamford, Founder of Bamford London, shares: “*My family has a long history with Hotel du Cap, so it has been a huge honour for me to work with the incredible team to design a watch that captures the hotel’s timeless elegance and charm.*”

Hotel du Cap-Eden-Roc, part of the Oetker Collection portfolio of masterpiece hotels, is an absolute legend of the French Riviera. Located amidst 32 acres of pine forest, its majestic alley, the iconic swimming pool and tennis courts as well as the rose gardens celebrate an idyllic setting, symbol of the French art de vivre.

Philippe Perd, Managing Director at Hotel du Cap-Eden-Roc, comments: “*This collaboration marks the union of two icons of elegance and savoir-faire for whom innovation and tradition are closely linked. Bamford has succeeded at turning a dream into reality with this unique limited-edition timepiece that so incredibly resembles the location. I like to say, this unique collection represents an attitude—a way of life.*”

The *Bamford London Riviera* will be available at the *Eden-Roc Riviera Boutique* and online www.edenrocrivieracollection.com
Each piece will be delivered in bespoke packaging.

ABOUT BAMFORD LONDON

Bamford London is the world’s ultimate hub for personalized luxury products. *Bamford London* proudly presents a fantastic range of watches and meticulously crafted, top-class accessories that have been designed to complement your lifestyle and re-define luxury as a truly personal statement. Personalisation is paramount to the business and is the bedrock of everything they do – constantly delivering the highest quality service. The *Bamford Mayfair* watch was the first to launch which evolved on the wrist of their clients and was inspired by George Bamford, the founder of *Bamford Watch Department* to satisfy the clients’ desires. George and the team continue to drive innovation with their *Bamford London GMT*, *Bamford Mayfair Sport* and *Bamford B347* models. Check out the website for all their products www.bamfordlondon.com. Tag us on Instagram at <https://www.instagram.com/bamfordldn>.

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Bamfordlondon.com

Technical Information:

- TYPE: Automatic with internal rotating bezel
- MOVEMENT: Sellita SW330-2, 25 Jewels, 28,800 Vph, 56 hour power reserve
- FUNCTION: Self-winding mechanism with ball bearing, 3 o’clock date position with quick date setting
- CASE MATERIAL: Stainless steel
- CASE DIAMETER: 40 mm
- CASE THICKNESS: 11.7 mm
- CASEBACK MATERIAL: Stainless steel
- WATER-RESISTANCE: 100m / 10 ATM

ABOUT OETKER COLLECTION

Oetker Collection is an exceptional portfolio of Masterpiece Hotels and villas in Europe, the UK, Brazil and the Caribbean. Located in the world's most desirable destinations, each property is a landmark and an icon of elegance, blending legendary hospitality with genuine family spirit that is unique to Oetker Collection. Carrying on a refined legacy in hosting that originated in 1872, the collection's mission is to preserve and extend its unparalleled standards through acquisition and management of one-of-a-kind properties.

The current portfolio includes Le Bristol Paris, Brenners Park-Hotel & Spa in Baden-Baden, Hotel du Cap-Eden-Roc in Antibes, Chateau Saint-Martin & Spa in Vence, The Lanesborough in London, L'Apogée Courchevel, Eden Rock - St Barths, Jumby Bay Island in Antigua, Palácio Tangará in Sao Paulo, Hotel La Palma in Capri, The Vineta Hotel in Palm Beach (2025) and a future hotel in St Tropez (2027).

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OETKER COLLECTION

Masterpiece Hotels



L'APOGÉE
COURCHEVEL



CHATEAU SAINT-MARTIN & SPA
COTE D'AZUR - VENCE - FRENCH RIVIERA



JUMBY BAY ISLAND
ANTIGUA - WEST INDIES



BRENNERS PARK-HOTEL & SPA
BADEN-BADEN



EDEN ROCK
ST BARTHS



HOTEL DU CAP-EDEN-ROC
CAP D'ANTIBES



HOTEL LA PALMA
CAPRI



LE BRISTOL
PARIS



THE VINETA HOTEL
PALM BEACH



THE LANESBOROUGH
LONDON



PALÁCIO TANGARÁ
SÃO PAULO