

BROOKLANDS WATCH COMPANY PARTNERS WITH WATCHES OF MAYFAIR

Limited-edition Triple-Four Racing Chronograph at Exclusive Mayfair Boutique

London 26 January 2024 - Brooklands Watch Company has selected Watches of Mayfair as its exclusive authorised retailer.

The British luxury watch brand's debut **Triple-Four Racing Chronograph** is now available for purchase at Watches of Mayfair's boutique in London's charming Shepherd Market square and at the dealer's collection points in Hong Kong, Geneva and Australia.

Simon Jeffs, founder Brooklands Watch Company, said:

"Brooklands Watch Company carried out an exhaustive search for a retailer with that rare combination of expertise, energy and amiability required to present a prestige watch such as the Triple-Four chronograph. We found these qualities in abundance with Anton and his team at Watches of Mayfair."

Anton Zvarych, director, Watches of Mayfair, said:

"Our clients love watches, many already own ten or more, and the Triple-Four Racing Chronograph with its beautiful design and motoring heritage is an extraordinary addition to our offering. We work with brands at different stages of maturity and indisputably Brooklands Watches has a great trajectory."

To discover the inspiration behind Brooklands Watch Company, listen to Rikki Bruce quiz Simon Jeffs on **Scottish Watches Podcast** episode 532 about vintage racing cars, motorsport timekeeping and more: <http://www.scottishwatches.co.uk/2024/01/05/scottish-watches-podcast-532-world-speed-records-concorde-and-creating-watches-with-the-brooklands-watch-company/>

About Brooklands Watch Company

Aeromechanical engineer and amateur racer Simon Jeffs created Brooklands Watch Company in 2017, launching the debut Triple-Four Racing Chronograph in 2022. Designed by Sir Terence Conran and limited to 500 pieces, the timepiece is inspired by Brooklands, the home of British motoring and aviation. The Swiss-made stainless steel 12-hour racing chronograph features a Sellita SW500 movement, 43mm polished bezel, bi-compax sub-dials and exquisite design details recalling the record-setting historic Napier-Railton racing car.

www.brooklandswatches.com

About Watches of Mayfair

Watches of Mayfair was founded by Anton Zvarych in 2015. Offering its discerning clients a selection of fine, unique and rare watches online, it opened its London boutique at 13 Shepherd Market, Mayfair in 2017. Today Watches of Mayfair's boutique presents new authentic timepieces from over 80 high-end luxury watch brands to its discerning private collectors who visit from all over the world.

www.watchesofmayfair.com