



MR PORTER



**MR PORTER collaborates with Zenith and Bamford Watch Department on a second exclusive:
The El Primero Revival A384 Edge of Space Limited Edition**

14 OCTOBER 2019 (GLOBAL) - MR PORTER, the award-winning online destination for men's style, has once again partnered with Swiss fine-watch manufacturer **Zenith** and British watch customiser **Bamford Watch Department** in creating an exclusive limited-edition timepiece, the El Primero Revival A384 Edge of Space Limited Edition, with only 50 produced, available for sale on **18 November 2019**.

This is the second collaboration between the three parties, having launched last year's sell-out success, the Solar Blue. For the El Primero Revival A384 Edge of Space Limited Edition, Mr George Bamford of Bamford Watch Department and MR PORTER worked alongside Zenith in the design of this watch, which was entirely developed and produced in-house at Zenith's Manufacture.

Inspired by the Zenith El Primero Revival A384 model, the watch takes inspiration from several of the brand's historical design elements. These subtle touches include the tachymeter, which references back to a 1984/86 El Primero, sub dials inspired by the calibre 146-HP from 1970, aesthetic reminders of a vintage chronograph case alongside vintage dial text font restored from the original A384. Its unique "Edge of Space" blue dial is framed by a 37mm titanium micro blasted case, fitted with a navy blue Cordura-effect rubber strap featuring minimal white stitching designed to complement the white dial markings. Combining all of these various touchpoints, Zenith, Bamford Watch Department and MR PORTER have created a watch that is both familiar and yet altogether minimal and modern. Each of these limited-edition watches will feature a special open case-back engraved and individually numbered one to 50.

"Following on from the success of last years 'Solar Blue' Limited Edition, we are excited to launch our next exclusive collaboration with Zenith and Bamford Watch Department - the 'Edge of Space'. Taking inspiration from Zenith's archive and weaving iconic elements into the El Primero A384, the end result is supremely modern and unique."

Ms Fiona Firth, Buying Director, MR PORTER

"I'm always positively surprised when I see how Bamford Watch Department reimagines one of iconic watches. For the 50th anniversary of the El Primero, the A384 was the perfect canvas to create something outstanding yet typical of Bamford's distinctive style, exclusively for MR PORTER."

Mr Julien Tornare, CEO, Zenith

"I am so excited to be working on another limited edition created by the amazing team at Zenith exclusively for MR PORTER. Using the historic case of the El Primero A384, this edition feels almost like a prototype straight out of Zenith's skunk works, with a titanium case and a black-blue dial paired back to the essential elements of the original A384, creating a fresh interpretation of this watch model. The classic references meeting the modern design has been an amazing process from a designer and manufacturer perspective."

Mr George Bamford, Founder, Bamford Watch Department

Prices: €8,900 EUR / £7,200 GBP / \$8,600 USD

Customers can sign up and register interest at MR PORTER [here](#)

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MR PORTER



About MR PORTER

Since launching in February 2011, MR PORTER has established itself as the award-winning global retail and content destination for men's style, with an unparalleled product offering from the world's best menswear and lifestyle brands, including own labels Mr P. and Kingsman. MR PORTER publishes unmatched content through its weekly shoppable digital magazine, *The Journal*, its bimonthly newspaper, *The MR PORTER Post*, and its bite-sized, several-times-a-day digital news source, *The Daily*. MR PORTER offers express worldwide shipping to more than 170 countries, including same-day delivery to New York and London, and provides a seamless shopping experience across mobile, tablet, and desktop, with easy returns and multi-lingual customer care and personal-shopping teams who are available 24/7, 365 days a year.

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About Zenith

With innovation as its guiding star, Zenith features exceptional in-house developed and manufactured movements in all its watches, such as the architectural DEFY Inventor watch with its unique, ultra-thin monolithic oscillator that replaces the 30+ components of a standard regulating organ, and the DEFY El Primero 21 with its high-frequency 1/100th of a second chronograph. Since its establishment in 1865, Zenith has consistently redefined the notions of precision and innovation, including the first serially produced automatic chronograph calibre "El Primero", beating at the high rate of 36,000 VpH. Always one step ahead, Zenith is writing a new chapter in its unique legacy by setting new standards of performance and inspired design. Zenith is here to shape the future of Swiss watchmaking, accompanying those who dare to challenge time itself and reach for the stars.

zenith-watches.com

About Bamford Watch Department

As the world's first company to offer fully customised steel sports watches, BWD has earned a reputation within the watch making world as a highly innovative, inspirational source of originality and flair, acknowledged as the final word in luxury timepiece customisation over the past 14 years. BWD has become the first British customisation brand to be officially recognised and approved by a Swiss watchmaker. This blend of precision engineering, unique customisation techniques and enviable heritage ensures that the creative possibilities of this venture are practically limitless. With a modus operandi that puts the client in the driving seat, BWD is proud to offer an extensive catalogue of in-house designs and special series watches, as well as multiple online customisers to help customers achieve their perfect timepiece.

bamfordwatchdepartment.com



El Primero Revival A384 'Edge of Space' Limited Edition

Reference: 97.A384.400/27.C821 - Ltd edition of 50 units

UNIQUE SELLING POINTS

Based on the original revival of the A384
Automatic El Primero column-wheel chronograph
Prototype inspiration for the whole design
37-mm titanium micro blasted case
Special "Edge of Space" dial

MOVEMENT

Movement: El Primero 400 Automatic
Calibre: 13¼^{'''} (Diameter: 30mm)
Movement thickness: 6.6mm
Components: 278
Jewels: 31
Frequency: 36,000 VpH (5 Hz)
Power reserve: min. 50 hours
Finishes: oscillating weight with "Côtes de Genève" motif

FUNCTIONS

Hours and minutes in the centre
Small seconds at nine o'clock
Chronograph:
- central chronograph hand
- 12-hour counter at six o'clock
- 30-minute counter at three o'clock
Tachymetric scale
Date indication at 4.30

CASE, DIAL AND HANDS

Diameter: 37mm
Diameter opening: 32.3mm
Thickness: 12.6mm
Crystal: Domed sapphire crystal with anti-reflective treatment on both sides
Case-back: Transparent sapphire crystal engraved with limited edition
Material: Titanium case with dark grey microblasted finishings
Water-resistance: 5 ATM
Dial: Special "Edge of Space" blue dial with black counters.
Hour-markers: white dots in Super-LumiNova®SLN C1 - Blue emission
Hands: rhodium-plated, faceted and coated with Super-LumiNova®SLN C1 - Blue emission

STRAPS & BUCKLES

Strap: blue "cordura effect" strap and white stitching
Buckle: titanium micro blasted pin buckle