

TOCK AND ROLL

New watches celebrate shared heritage with the world of motorcycles

BY KEITH STRANDBERG

Since the first motorcycle race was timed in 1897, according to official records, wristwatches and bikes have gone hand in (leather) glove. Today it is not unusual for watchmakers to have relationships with manufacturers, races and riders. 2014 is the year of collaborations, where mutually complimentary brands with heritage labels have galvanized to find common ground. Three partnerships between watch companies and motorcycle designers have yielded fascinating results.



THE BELL & ROSS B-ROCKET

Bell & Ross have teamed up with old pals motorcycle-makers Shaw Harley-Davidson for pieces inspired by the *Right Stuff* era of the '60s, called the B-Rocket.

The project includes matching timepieces that share the same inspiration as the B-Rocket motorcycle. The BR01 B-Rocket (at 46mm) is a chronograph with tachymeter scale and three uniquely designed counters. The BR03 model (42 mm) has a large date window and a power-reserve indicator. The padded leather of the straps on both watches is directly inspired by the bike's seat, where the rider lies almost completely flat to pilot the bike. BR01 \$7,200, BR03 \$5,800, bellross.com



THE TUDOR FASTRIDER

As early as 1952, advertisements for Tudor, a sister brand to Rolex, featured watches on the wrists of motorcyclists. Tudor began collaborating with Ducati on watches in 2013 and returned to the U.S. market, after being absent for 16 years, with the Fastrider Black Shield, a great-looking chronograph. TUDOR Fastrider Black Shield (red/black), 42mm, black ceramic, available on rubber strap or leather strap, \$4925, tudorwatch.com



ROMAIN JEROME AND HARD NINE CHOPPERS

Romain Jerome is best known for its line of DNA watches, starting with the Titanic DNA collection, which incorporates actual metal from the *Titanic* in the case.

This year, Romain Jerome has teamed up with up-and-coming Swiss custom bike builder Danny Schneider and his company Hard Nine Choppers to create a custom motorcycle, a unique timepiece that goes with the motorcycle (sold together, they retailed for 110,000 chf, sold to a Swiss collector), and a limited-edition watch.

The limited-edition Romain Jerome H9C-DNA retails for \$21,950.00, ro-mainjerome.ch

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