

The “Real” James Bond Watch



Yeah, OK, I know..... James Bond is a fictional character, two characters in fact (*one in the books, another one in the films*), yet “his” endorsement means a great deal to a product. I’ll begin this discussion with the “real” James Bond as a character in the books written by Ian Fleming in the 1950s and early 1960s. The literary James Bond wore a Rolex. Plain and simple. It didn’t have lasers or explosive detonators or saws or shoot wires that could support the weight of two people or... you get the idea. It did get broken by being used as a “knuckle duster” and smashed into the face of a “bad guy.” It did get taken away when James was captured and he even had the temerity to demand it back “... or one just as good.” The watch pictured with this paragraph is the real Rolex as actually worn by the genuine James Bond. HA! You believed it! Boy, I’ll bet I could sell a whole bunch of “actually worn by James Bond” vintage Rolexes on eBay. The watch pictured is similar to the one described by Ian Fleming in some of the novels. Note the lack of “shoulders” protecting the crown, lack of a date display, shape of the case and type of bracelet. Specifically, Ian Fleming tells us that James Bond wears a Rolex Oyster Perpetual Chronometer on an expanding metal bracelet so it was a bit different than the model shown. Mr. Fleming knew that a gentleman’s choice of a timepiece says as much about him as does his Saville Row suit.

On to the James Bond of the film world. Most companies spend their marketing dollars pretty carefully. As such, you can be sure that it is not without good reason that watchmakers such as Rolex, Omega and even Seiko have sought to link their products to the excitement and cachet that the public has learned to associate with James Bond.



Above, we see a watch/Geiger counter, a watch/high speed saw and a watch/powerful magnet. To the best of my knowledge, Rolex offers none of these functions as options to the general public. Of course we all know that Sean Connery was the “real” James Bond (*we do all know that... don’t we?*), so I shan’t dive into a long discussion of all the “movie” watches as used by the likes of those other chaps who attempted to fill Mr. Connery’s shoes. So what is really so special about a James Bond watch?

The character of James Bond is a tough, rugged and stylish individual. He is very particular about his cars, clothes, watches, pens, and even food. By association, we can share some of those characteristics by sharing “his” watch. For the most part, the watches labeled as “James Bond Watches” are pretty tough, rugged and stylish timepieces. I

suppose it's no different than wanting a "Tiger Woods" watch. Do we really think that wearing "his" watch would make us the kind of golfer that he is? Do we really think a James Bond watch makes us a superhuman secret agent? Or is it association by proxy for **FUN**?

That's all for this time, thanks for your feedback on these emails. It is ***your input*** that drives the content of these messages as well as the content and offerings of our websites. Thanks again for your ongoing support.

David Harrington