



**MR PORTER EXPANDS ITS FINE WATCH OFFERING  
WITH BELL & ROSS APRIL 4<sup>th</sup> 2017**

**MARCH 27<sup>th</sup>, 2017 (GLOBAL) - MR PORTER**, the award-winning online destination for men's style, is pleased to announce a global partnership with leading watch brand **Bell & Ross**, launching Tuesday April 4<sup>th</sup> with a curated selection of **21** timepieces across its iconic *Vintage* and *Instruments* Collections.

Designed with four key principles in mind – **Legibility, Functionality, Reliability and Precision** – and with inspiration drawn from the history of aviation and time-honoured military specifications, each Bell & Ross timepiece is manufactured with Swiss fine watchmaking techniques and expertise, and is as technically advanced as it is visually.

Within the 11 timepieces from the Vintage Collection, standout models include the WW1, BR 123 and BR 126 Chronograph. Of the 10 timepieces from the iconic Instruments Collection, highlight models include the BR 03 and BR S.

On April 6<sup>th</sup> in the MR PORTER *Journal*, a new video series aptly named 'Tick Talk' will debut featuring Bell & Ross and watch expert Mr Robin Swithinbank.

*"We are thrilled to be launching Bell & Ross on MR PORTER, an independent brand creating true utilitarian timepieces, with a unique blend of contemporary and heritage style. Our customers will have the pleasure of browsing a curated selection of 21 styles, ideal for both the aspirational buyer as well as the established watch collector."*

**Mr Toby Bateman, Managing Director, MR PORTER**

*"We are excited to be working with Mr Porter. The retailer shares our vision of innovation through digital and is constantly striving for excellence as we are. The selection of timepieces available on Mr Porter consists of a range of classic Bell & Ross time instruments. All timepieces are made with the most advanced watch making techniques and intricately developed design details that we know the Mr Porter consumer will appreciate."*

**Mr Carlos A. Rosillo, CEO, Bell & Ross**

Prices range from £1,400 to £5,000 / \$2,000 to \$7,900 / €1,700 to €5,900

Customers can sign up and register interest at:

[https://www.mrporter.com/mens/designers/bell\\_and\\_ross](https://www.mrporter.com/mens/designers/bell_and_ross)

**For more information, please contact:**

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### **About MR PORTER**

MR PORTER launched in February 2011. It has since established itself as the award-winning global retail destination for men's style, with an unparalleled product offering from the world's best menswear and luxury brands – including Saint Laurent, Prada, Gucci, Brunello Cucinelli, Ermenegildo Zegna, Moncler, Acne Studios, APC, Kingsman, Tom Ford, Common Projects, IWC Schaffhausen and Bremont. MR PORTER complements its best-in-class menswear with ever-growing, industry-advancing categories, such as fine watches, grooming, performance, sport, tech and lifestyle. Additionally, 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*, all powered by MRPORTER.COM. MR PORTER video content is also streamable and shoppable from its very own Apple TV app. MR PORTER champions unparalleled customer service with express worldwide shipping to more than 170 countries, including same-day delivery to New York and London and next-day delivery to the UK, US, Germany and France, a seamless shopping experience across mobile, tablet, desktop, email and telephone, signature white and black packaging, easy returns and a multi-lingual customer care and personal-shopping team who are available 24/7, 365 days a year.

[www.mrporter.com](http://www.mrporter.com)

(Instagram : @mrporterlive / Facebook : #mrporterlive/ Wechat:MRPORTERLIVE)

### **About Bell & Ross**

The story of Bell & Ross began at the end of the 20th century. With a dual Franco-Swiss culture, the watchmaking brand has become a benchmark in the world of professional aviation watches. It defied all codes by designing an icon, the BR 01, inspired by the clocks in the cockpit of an airplane: a circle within a square. Bell & Ross is an international brand that is a known and recognized throughout the world and present in over 75 countries, through a selected network of 800 retailers and 13 exclusive boutiques.

[www.bellross.com](http://www.bellross.com)

(Instagram : @bellrosswatches / Facebook : Bell & Ross / Snapchat: bellrosswatches)