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BEST OF BRITISH
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VOL. 5

The Best of British Watches: A Resurgence of Horological Excellence



For centuries, Britain stood at the forefront of global horology, pioneering innovations that shaped the very concept of timekeeping. While the industry faced a decline in the 20th century, a vibrant resurgence is now underway, with a new generation of independent brands and established names proudly carrying the torch of British watchmaking.

Today, "Made in Britain" once again signifies quality, craftsmanship, and a distinctive aesthetic. These brands are not just assembling watches; they are designing, innovating, and, in many cases, manufacturing components in the UK, breathing new life into a storied heritage.

Here, we explore some of the best of British watches, showcasing the diversity and brilliance of this exciting revival.

Bremont: The Modern Standard Bearer



No discussion of contemporary British watchmaking is complete without Bremont. Founded by brothers Nick and Giles English, Bremont has rapidly established itself as a leading force, known for its aviation-inspired, robust, and impeccably engineered timepieces. Their watches are designed to withstand extreme conditions, a testament to their "Tested Beyond Endurance" motto.

Bremont's commitment to British manufacturing is evident in their state-of-the-art facility in Henley-on-Thames, "The Wing," where they are increasingly developing and producing their own movements and components. Their watches often feature hardened steel cases, anti-shock mounts, and proprietary technologies, making them ideal for adventurers and collectors alike.

Roger W. Smith: The Master Craftsman



Roger W. Smith is, without exaggeration, a living legend in independent watchmaking. The protégé of the late Dr. George Daniels (the inventor of the Co-Axial escapement), Smith is one of the very few watchmakers in the world who designs, creates, and hand-finishes every single component of his watches. This extraordinary dedication results in timepieces of unparalleled craftsmanship, aesthetic beauty, and technical sophistication.

Christopher Ward: Accessible Luxury and Innovation



Christopher Ward has carved out a unique and highly successful niche in the British watch market: offering exceptional quality, innovative design, and often in-house movements, all at a surprisingly accessible price point. Founded in 2004, the brand has been a pioneer in direct-to-consumer sales, effectively cutting out middlemen and passing the savings onto the customer. What truly sets Christopher Ward apart, beyond their value proposition, is their commitment to genuine watchmaking. They were one of the first British brands in the modern era to develop their own in-house movement, the Calibre SH21, a robust and chronometer-certified automatic movement. Their collections span a wide range of styles, from elegant dress watches and robust dive watches (like the popular C60 Trident series) to sophisticated GMTs and chronographs. They constantly push boundaries in design and material use, making them a dynamic force in British horology.



Author Demetrious Frantzescou

Revving Up the Retro: The Nivada Grenchen CHRONOKING MECAQUARTZ RACING CARBON

**CHRONOKING
RACING**



Nivada Grenchen, a name synonymous with robust tool watches and mid-century cool, has consistently delighted enthusiasts with its modern re-editions of vintage classics. The CHRONOKING MECAQUARTZ RACING CARBON is a high-octane example, blending the iconic design language of 1970s motorsport chronographs with a modern, affordable, and highly functional movement. Limited to just 500 pieces, this watch is a thrilling blend of heritage charm and contemporary flair.

Vintage Spirit, Modern Edge

The Chronoking line traces its lineage back to the original Nivada Chronomaster models, known for their distinctive "exotic" or "Singer Newman"-style sub-dials. This particular "Racing Carbon" edition takes that retro inspiration and throws in a material that screams performance: carbon fiber.

The watch is presented in an eminently wearable 38mm stainless steel case with a thickness of approximately 13.4mm, much of which is accounted for by the striking double-domed sapphire crystal—a delightful nod to the acrylic crystals of the original vintage pieces. Its compact dimensions and faceted lugs make it incredibly comfortable on the wrist, echoing the beloved wearability of historical racing chronographs.



The Heart of the Race: Meca-Quartz Precision

The engine under the hood is the TMI VK63 meca-quartz movement. This "hybrid" caliber is the key to the watch's brilliant value proposition and function. It offers the best of both worlds: the robust reliability and grab-and-go convenience of a quartz movement for timekeeping, coupled with a mechanical chronograph module. This mechanical portion is responsible for the satisfying, crisp snap of the chronograph pushers and, crucially, the smooth, sweeping reset of the central seconds hand—a characteristic enthusiasts typically associate with fully mechanical chronographs.

Carbon Fiber and Colour Pops

The centerpiece of this limited edition is undoubtedly its dial. A black carbon fiber base provides a dynamic, textured backdrop, contrasting sharply with the applied indexes that feature Super-LumiNova. The tri-compax sub-dial layout (at 3, 6, and 9 o'clock) maintains the original's visual balance. A flash of orange detailing on the inner ring and applied accents injects the vibrant, sporty energy essential to a racing watch.

Adding to its versatility, the Chronoking Mecaquartz Racing is often offered with interchangeable bezels, including a stainless steel tachymeter, allowing owners to customize the watch's look to suit their mood or attire. With a water resistance rating of 10 ATM (100 meters), this chronograph is more than equipped for daily life's adventures, rain or shine.

A Collector's Trophy

Retailing around the \$610 USD mark (depending on strap configuration), the Nivada Grenchen CHRONOKING MECAQUARTZ RACING CARBON offers tremendous bang for the buck. It's a watch that successfully channels the golden age of motorsport chronographs—the audacious colours, the compact case size, and the focus on functionality—while delivering modern precision and build quality. For the collector who appreciates vintage aesthetics but demands modern reliability and an accessible price point, the Carbon Racing Chronoking is an absolute must-have. Its limited run ensures it remains a coveted trophy for the wrist.



Nivada Grenchen Chronoking Review, Click on the image to check out the full video.



Ciga Design Z Hunter Review, Click on the image above for the full video review.

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LATEST NEWS

The luxury watch market is currently showing a dynamic mix of regional growth and stabilization in the secondary market, with a few key trends emerging in late 2025:

Geographic & Economic Trends

* **India's Luxury Boom:** The Indian luxury watch market is projected for sustained expansion, with an estimated annual growth of 11-12%. This is driven by the rapid growth of the country's affluent population, rising aspirations, and a clear shift from entry-level fashion watches to premium and ultra-luxury brands.

* **Volatile Swiss Watch Exports:** September 2025 figures showed significant volatility due to the introduction of US tariffs:

* The UK surprisingly became the world's largest export market for Swiss watches for the month.

* Exports to the United States saw a dramatic slump (55% decrease in September), though the US remains the largest market for the year-to-date.

* Mainland China and Hong Kong saw notable increases (18% and 21% respectively) in September.

Secondary Market Stabilization

* **Cooling but Resilient:** The overall secondary/pre-owned watch market has continued its trend of cooling off since the peak frenzy of the pandemic era (around March 2022). Prices for the most traded pre-owned watches have generally settled back to levels seen in mid-2021.

* **The "Hype" is Out:** The market is described as undergoing a "healthy recalibration" rather than a crash, with speculation decreasing and transactions shifting back toward serious enthusiasts and collectors.

* **Brand Performance on the Secondary Market (H1 2025 vs. H2 2024):**

* Rolex continued a slight decline in market share, though the drop has slowed significantly, suggesting it's finding an equilibrium.

* Omega holds the second-highest market share and is showing steady, even slightly increased, growth.

* Patek Philippe saw the biggest negative change in market share among the top brands, losing 8.2%.

* Cartier, Jaeger-LeCoultre, and Omega are thriving, gaining traction with collectors.

Product & Consumer Trends

* **Rise of the Dress Watch:** Gen Z continues to be a trendsetter, with dress watch sales increasing significantly from 2018 to 2025. However, there was a slight dip in demand for this category in Asia and North America in the first half of 2025, possibly signaling the start of a trend shift.

* **Demand for Complications:** There is a predicted continued resurgence in demand for complex and technically impressive watches, going beyond simple chronographs or date displays.

* **Independent Watchmaking:** Collector interest in independent watch brands continues to rise, bucking the general trend of the secondary market slowdown.

* **Luxury Watch Market Outlook:** The overall global luxury watch market is expected to grow at a Compound Annual Growth Rate (CAGR) of around 6.14% from 2025 to 2030, with Asia-Pacific being a key driver.

Author Chirag Price





DESIGNED BY DEMETRIOUS FRANTZESCOU



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- Build relationships with luxury brands and expand your network

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- Minimum 3 months experience in a fashion retail environment or with a fashion educational background
- Flexible to work at least 3/4 days a week between Monday and Sunday, with short notice, please note we offer a same-day service
- Must be well presented with confidence in providing fantastic client service on the shop floor in a luxury retail environment.

Regretfully due to the volume of responses generated A2Z Recruitment Solutions are only in a position to contact those candidates who have been successful.

For more info please email dee@a2zrecruitment.co.uk

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Assembly Watchmaker

Location: Maidenhead, Harrow

We are seeking an experienced Assembly Watchmaker to join our client's award-winning Watch Brands team. At least one year of experience as an Assembly Watchmaker or Repair Technician with luxury watches is ESSENTIAL and you're looking to further improve your skills and knowledge. Any official certification such as brand accreditation, WOSTEP etc. is not required but preferred.

The salary range for this role is between £28,000 to £36,000 per annum depending on skill and experience. Plus, to improve work/life balance, our assembly workshop operates a 4-day week (7.5hrs/d), Monday to Thursday.

Additionally, we offer:

- Pension scheme with 5% employer contributions
- Staff discount on our services and select affiliated brands.
- Allocated parking space
- Sick pay
- Potential for relocation allowance

Regretfully due to the volume of responses generated A2Z Recruitment Solutions are only in a position to contact those candidates who have been successful.

Keywords: Watch Assembly, Watch Technician, Watchmaker, Watch Repair Technician

For more info please email dee@a2zrecruitment.co.uk





Watchmaker

Locations Mayfair Maidenhead, Glasgow

Watchmaker is responsible for complex quartz and Automatic watch servicing, case repair and refinishing, water resistance methods, parts requisition and testing techniques according to established time frames and quality standards. The Watchmaker resolves daily production reports, maintains accurate logs of completed orders and communicates the status of assigned repairs to the administrative staff as needed.

Responsibilities:

- Perform quality repairs on all assigned customer-owned merchandise repairs for complex quartz and mechanical watches
- Assist other Watchmakers to resolve challenging repairs
- Maintain a logbook of completed repairs and assigned watches in an accurate and organized manner. Identify and requisition parts for repairs
- Communicate status updates to administrative staff and areas of concern to management
- Comply with all policies and procedures, as well as departmental processes and best practices, including but not limited to, Internal Audit, Human Resources and Occupational Safety.

Qualifications:

- Required Qualifications/Primary Job Requirements:
- Technical school training (minimum 2 years) and/or professional experience (minimum 3-5 years)
- Experience in the diagnosis and repair of both mechanical and quartz merchandise Ability to repair and refinish cases
- Ability to perform water resistance methods and testing techniques
- Basic verbal and written English communication skills.

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Jeweller

Location Mayfair



We are currently seeking a skilled Jeweller to join our Luxury retail client. This role will be an integral part of the jewellery workshop across the UK and Ireland, offering an exciting opportunity to work in a dynamic environment handling both jobbing and bespoke projects. Success in this role requires efficiency and consistently high-quality work.

We are seeking enthusiastic individuals with a minimum of around 4 - 5 years of bench experience. The ideal candidate will be skilled in all aspects of jewelry repair, including tasks such as simple chain repairs, ring sizing, stone setting, and re-modeling.

KEY RESPONSIBILITIES:

- Have a proven track record of handling varied repairs in a busy workshop environment
- Have extensive diamond product knowledge including market value and supplier management
- Able to provide expert repair advice dependent on varied jewellery and repair types.
- Can clearly advise on repair work required and estimate accordingly
- Works to highest quality and organisation standards and demands the same from others Is competent on communicating clearly and following standard work practices
- Organise and prioritise work to ensure maximum productivity Final quality control for all completed work
- Proactive housekeeping practices including preventative machinery and tooling maintenance

SKILLS & EXPERIENCE:

- Strong organisational skills Ability to work under pressure and to deadlines
- Excellent attention to detail Manual dexterity Able to work on individual workload in timely manner
- Motivational team player.

Regretfully due to the volume of responses generated A2Z Recruitment Solutions are only in a position to contact those candidates who have been successful.

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