

Goodwoof x Bamford London 'Beagle Scout' Snoopy Limited-Edition GMT

Bamford London is proud to have teamed up with both PEANUTS™ and Goodwoof presented by MARS Petcare, to introduce our third collaboration, this time featuring Snoopy in his famous Beagle Scout persona.

Renowned for designing and producing iconic, luxury timepieces, Bamford London, delights in the addition of charming and playful touches to its watches. The latest Limited-Edition Snoopy GMT, designed in partnership with beloved global brand PEANUTS and Goodwoof, is a delightful example of Bamford London's creative ethos.

The Goodwood Estate, already home to the world-famous Festival of Speed presented by Mastercard, Goodwood Revival and Qatar Goodwood Festival, has recently opened its gates to Britain's dogs at its newest event: Goodwoof presented by MARS Petcare. Now in its third year, the event is a true celebration of all things dog, and takes place this weekend (18 and 19 May) on the grounds of The Kennels, built by James Wyatt in 1787 for the 3rd Duke of Richmond.

This year, Goodwoof's larger-than-life Snoopy sculpture will honour The Scout Association and alongside this, the Goodwood Education Trust will offer a series of activities for families which are based on the Scouts' core values.

Limited to just 75 pieces, the automatic GMT is housed in a titanium case, with 'Beagle Scout' Snoopy on the dial, his arms forming the hour and minute hands, with Snoopy's best friend Woodstock perched on the tip of the 24-hour hand.

The watch is powered by a Swiss-made Sellita SW330-2 movement and is presented in a glossy orange PEANUTS doghouse box.

George Bamford said, "It's such an honour to be invited back to do our third watch with Goodwoof. We are so thrilled to be a part of this truly unique and wonderful event. I know this watch will be a real collectors' item for all Bamford London, Snoopy and Goodwoof fans."

The Duke of Richmond said, "As the ultimate celebration of all things dog, Goodwoof honours our canine companions as a constant source of joy and inspiration. This latest collaboration with Bamford London and PEANUTS exemplifies just that, and we are delighted to once again be able to offer dog devotees an exclusive timepiece."

The 2024 Goodwoof x Bamford London x PEANUTS limited edition 'Beagle Scout' Snoopy GMT watch will be available to purchase from Saturday 18 May online [here](#), with a limited number on site at the event. The watch will retail at £1,800.

-ENDS-

Notes to Editors:

TECHNICAL INFORMATION:

- TYPE: Automatic GMT Titanium watch with internal rotating bezel
- MOVEMENT: Sellita SW330-2, 25 Jewels, 28,800 Vph, 56-hour power reserve
- FUNCTION: Self-winding mechanism with ball bearing, 3 o'clock date position with quick date setting, second time zone by central hand
- CASE MATERIAL: Titanium, Sapphire Crystal glass with antiglare
- CASE DIAMETER: 40 mm
- CASE THICKNESS: 11.7 mm
- CASEBACK MATERIAL: Titanium
- WATER-RESISTANCE: 100m / 10 ATM
- LUG WIDTH: 20mm

Please find a link to creative assets

here: <https://www.dropbox.com/scl/fo/3qs2csorqio8p8dt91uxj/AAcWXKK2cjfGxdBr8cYqgMc?rlkey=3m2reg5alun8ztaznokv1rqse&dl=0>

Tag us on Instagram @BamfordLdn - <https://www.instagram.com/bamfordldn/>

[Goodwoof presented by MARS Petcare takes place Saturday 18 and Sunday 19 May 2024.](#)

Tickets

Tickets can be purchased at goodwood.com or by calling the Ticket Office on +44 (0) 01243 755055. Children aged 12 and under and dogs go free.

Contact

For more information about Goodwoof please contact, Katharine Morgan, PR Manager: Katharine.Morgan@goodwood.com

Stay up to date with all future announcement and on-event activation across our social channels:

[Facebook](#) | [Instagram](#) | [TikTok](#)

About Goodwoof presented by MARS Petcare

[Goodwoof](#) presented by MARS Petcare is a celebration of all that we love about dogs on the Goodwood Estate. It takes place in the fields around the James Wyatt-designed Kennels, which is now the social home of our sporting membership on Saturday 18 and Sunday 19 May 2024. The event offers a wide range of activities and demonstrations designed to delight, entertain and inform. Dog owners and their families and friends can encourage their own dog to have a go, browse our carefully hand-picked retailers, enjoy a dip in Fido's Lido, sit back with a glass of Taittinger champagne, relax in The Studio presented by Radox Health with a spot of sound bathing, reiki or Dog Yoga, or marvel at the clever kennels designed by architects from around the world as part of the Barkitecture competition.

About MARS Petcare

MARS Petcare is a diverse and growing business with 75,000 Associates across 50+ countries dedicated to one purpose: A BETTER WORLD FOR PETS. With 75 years of experience, our portfolio of almost 50

brands serves the health and nutrition needs of the world's pets – including brands PEDIGREE®, WHISKAS®, ROYAL CANIN®, NUTRO™, GREENIES™, SHEBA® and CESAR® as well as The WALTHAM Centre for Pet Nutrition which has advanced research in the nutrition and health of pets for over 50 years. MARS Petcare is also a leading veterinary health provider through a network of over 2,000 pet hospitals including BANFIELD™, BLUEPEARL™, PET PARTNERST™, VCA™ and Linnaeus. We're also active in innovation and technology for pets, with

WISDOM PANEL™ genetic health screening and DNA testing for dogs, the WHISTLE™ GPS dog tracker, and LEAP VENTURE STUDIO accelerator and COMPANION FUND™ programs that drive innovation and disruption in the pet care industry. As a family business and guided by our principles, we are privileged with the flexibility to fight for what we believe in – and we choose to fight for: A BETTER WORLD FOR PETS.

About Peanuts

The characters of Peanuts and related intellectual property are owned by Peanuts Worldwide, which is 41% owned by Wild Brain Ltd., 39% owned by Sony Music Entertainment (Japan) Inc., and 20% owned by the family of Charles M. Schulz, who first introduced the world to Peanuts in 1950, when the comic strip debuted in seven newspapers. Since then, Charlie Brown, Snoopy and the rest of the Peanuts gang have made an indelible mark on popular culture. In addition to enjoying beloved Peanuts shows and specials on Apple TV+, fans of all ages celebrate the Peanuts brand worldwide through thousands of consumer products, as well as amusement park attractions, cultural events, social media, and comic strips available in all formats, from traditional to digital. In 2018, Peanuts partnered with NASA on a multi-year Space Act Agreement designed to inspire a passion for space exploration and STEM among the next generation of students.

About Bamford London

Bamford London is the world's ultimate hub for personalized luxury products. Bamford London proudly presents a fantastic range of watches and meticulously crafted, top-class accessories that have been designed to complement your lifestyle and re-define luxury as a truly personal statement. Personalisation is paramount to the business and is the bedrock of everything they do – constantly delivering the highest quality service. The Bamford Mayfair watch was the first to launch which evolved on the wrist of their clients and was inspired by George Bamford, the founder of Bamford Watch Department to satisfy the clients' desires. George and the team continue to drive innovation with their Bamford London GMT, Bamford Mayfair Sport and Bamford B347 models. Check out the website for all their products www.bamfordlondon.com. Tag us on Instagram at <https://www.instagram.com/bamfordldn>.