

Goodwood celebrates with limited edition Bamford London x Snoopy GMT watch

- Goodwood's headline dog event - Goodwoof presented by MARS Petcare – will partner with renowned watch brand Bamford London for a second consecutive year.
- Goodwoof x BAMFORD 80-piece limited edition Snoopy GMT in collaboration with beloved global brand PEANUTS™.
- Only 80 units will be made, available to buy at [Goodwood.com/shop](https://www.goodwood.com/shop) from Saturday 20 May.
- Goodwoof takes place Saturday 20th & Sunday 21st May. Tickets are available to buy at [Goodwood.com](https://www.goodwood.com).

We're delighted to announce the partnership between Goodwoof and Bamford London will return for 2023 as the brands, in collaboration with PEANUTS™, join forces once again to launch the limited-edition Bamford London Titanium GMT watch, featuring one of the world's most beloved dogs, Snoopy.

With only 80 units being made available, the luxury collector's item has been designed by the visionary watchmaker, Bamford London, featuring PEANUTS favorite Snoopy front and centre, depicted as his persona Detective Snoopy.

The limited-edition automatic GMT is encased in a titanium case displaying Snoopy front and centre on the dial, in Goodwoof's signature colours. Snoopy's arms form the hour and minute hands and his best friend Woodstock, sits at the tip of the second hand, paired on black cordura strap with contrasting orange stitching. The watch is powered by a Swiss-made Sellita SW300-1 movement and is presented in a unique gloss orange PEANUTS doghouse box.

George Bamford, founder of Bamford London, said: "It is a true honour to work together with Goodwoof and PEANUTS again to create this unique Snoopy limited-edition watch, one of the most iconic comic strip characters, and perfect for this event."

The Duke of Richmond said: "Goodwoof aims to be charming and full of character - and the ultimate celebration of our four-legged friends. Therefore, our collaboration with Bamford London and PEANUTS is the ideal way to showcase this passion and bring together our shared love of dogs, design and creativity – allowing us to have a bit of fun along the way."

"It's key to our global strategy that PEANUTS finds partners who share the same passions and brand values", says Tara Botwick, Senior Director International Territory Management, EMEA for Peanuts Worldwide. "This collaboration with Bamford London and Goodwood ahead of the Goodwoof event is a wonderful celebration of not only our beloved beagle, Snoopy, but all dogs everywhere."

The 2023 Goodwoof x Bamford London x PEANUTS limited edition Snoopy GMT watch will be available to purchase from Saturday 20 May online at [Goodwood.com/shop](https://www.goodwood.com/shop) and a limited number on site at the event - They will retail at £1,850.

-ENDS-

Note to Editors:

Goodwoof presented by MARS Petcare, Saturday 20 & Sunday 21 May 2023.

Tickets

Tickets for Goodwoof start from £20 and can be purchased at [Goodwood.com](https://www.goodwood.com) or by calling the Ticket Office on +44 (0) 01243 755055. Children aged 12 and under and dogs go free.

Contact

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For all other press enquiries please contact: media@goodwood.com

Imagery and news from Goodwood are available from our [Press & Media Site](#).

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

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

Media accreditation

Media accreditation for Goodwoof is open. Make your application [here](#).

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 dog kennels, which is now the social home of our sporting membership on Saturday 20 and Sunday 21 May 2023. 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 with a spot of soundbathing, reiki or dog yoga, or marvel at the clever kennels designed by architects from around the world in the Mastercard presented competition, Barkitecture.

For more information, go to www.goodwood.com/goodwoof

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 PARTNERS™, 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.

