

CLASSIC DRIVER

[Watch our chat with George Bamford tonight on Classic Driver Live](#)

Lead

Our good friend George Bamford will star in tonight's instalment of Classic Driver Live. An astute businessman and the custodian of a wonderfully eclectic car collection, George founded Bamford Watch Department, which has become the industry standard in horological customisation...

The non-prodigal son of JCB founder Sir Anthony Bamford, George Bamford is a creative force to be reckoned with. Bamford has long been a respected name in automotive circles, but in recent years it has become a pillar of the horological world as well, thanks to George's customisation boutique. Founded as a specialist in the individualisation of Rolex wristwatches, the Bamford Watch Department is today the official customisation partner for watch brands under the LVMH banner, including TAG Heuer and Zenith. George will be joining our host J. Philip Rathgen tonight on Classic Driver Live to chat about forging his own path, the art of customisation, his extraordinary car collection and the future of his Bamford empire. Tune in tonight on [our Instagram channel](#) at 7pm CET/6pm BST.

Photo: Ted Gushue

Gallery

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