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# Rowing in Style:

## CHANEL Brings Luxury to The Boat Race

**This year's long awaited boat race will take place on Sunday 13 April along the 4.25 miles between Putney and Mortlake and sees the teams of Oxford and Cambridge compete in this much beloved sporting event, established in 1829.**

So why is a jewellery specialist reporting on this particular sporting event?

That's because this year, the event, which is attended by over 250,000 spectators on the riverbank, watched on live television by millions and broadcast on the BBC, is sponsored by Chanel and will be known as The CHANEL J12 Boat Race.

"On behalf of the wider Boat Race community, we are so thrilled to welcome CHANEL as our new Title Sponsor.

We knew when we first met, on June 10 – the same date as the first ever Boat Race in 1829 – that they understood the appeal of our event and we're very confident that their involvement will help us take the event to new places and new people, as well as enhancing it for our millions of existing followers." Says Siobhan Cassidy, Chair of The Boat Race Company Ltd.

But why J12? The Chanel J12 is a unisex watch launched in 2000 by the luxury brand Chanel. It comes in white, black, with or without diamonds, and is mounted in ceramic and usually ranges in between £3,000 and £16,600. The below J12 retails for £5,000 and is one of my personal favourites. Dress it up or down, it suits every



Chanel J12



Chanel J12 with diamonds

occasion, well almost!

The diamond-set version retails for £16,600 and is also mounted in ceramic and stainless steel.

Chanel J12  
The name of the collection was inspired by the early 20th century J Class 12-metre race boats.

Gabrielle Chanel, aka Coco Chanel,

was an avid sportswoman. And most clothes of early 20th century were rather restrictive. Stepping away from the Belle Epoque era with swags and flowers, jewels mounted en tremblant, Coco Chanel was one of the pioneers of short hair "à la garçonne" worn with stylish suits. New textured and fashion styles allowed women to dress as they choose to, with more freedom to enjoy the sports they wanted to such as cycling and horse riding. Newfound freedom, giving women a more masculine but still sexy look. It is at the same time that Cartier had created the wristwatch, the Santos-Dumont. No more cumbersome watch chains and pocket watches. A simple turn of the wrist and voilà!



12 metre boat



1911 Santos-Dumont by Cartier

The below watch mounted in stainless steel retails for £4,400 and is a classic.



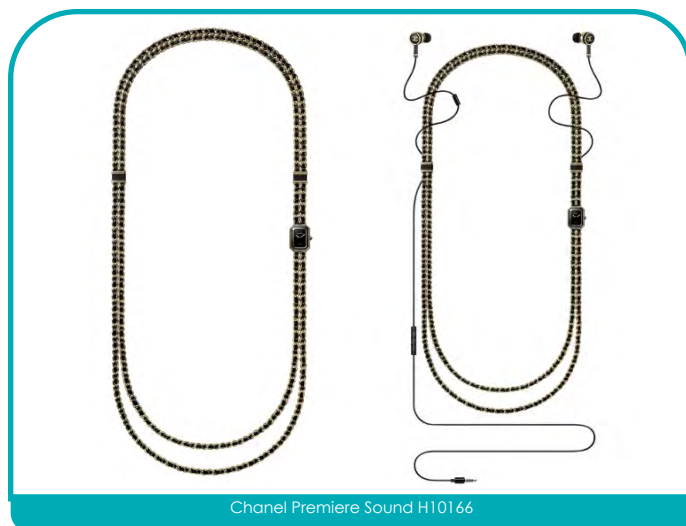
Chanel Premiere H0451

But for this event it is Chanel leading the way, rather than Cartier. Perhaps more synonymous of polo events and other horse related sports. The President of CHANEL Watches & Fine Jewellery, Frédéric Grangié says "We are delighted to sign a strategic partnership with The Boat Race who share the same values of collective endeavour and the pursuit of excellence. It's an honour to be the first ever official timekeeper in the race's 195-year history to simultaneously become Title Sponsor and principal Partner.

"Synchronicity in rowing is as crucial to the race as watchmaking craftsmanship to ensure accurate timing. Every rower, like every mechanism in a watch, must work together as one; the balance, the weight and the oar movements must all be impeccably timed. "We look forward to working with The Boat Race over the coming years to bring this partnership to life, through the world of CHANEL and our iconic J12 watches."

For the last 25 years the J12 has not disappointed its clientèle and Chanel has adapted new styles and versions of this now iconic watch. The key to success is indeed reinvention. Such as their Premiere collection which has seen many tweaks over the years since its launch in 1987.

But Chanel launched in 2024 a version of the watch with headphones integrated: the Premiere Sound H10166. It retails for £12,600.



Chanel Premiere Sound H10166

Innovation, reinvention and... quality. Those trademarks are key to Chanel and they have once again proven why they are a leading luxury brand.

We wish the teams best of luck!