

Rolex: Quantum of Solace, 007 Daniel Craig wears a Rolex to Honor the Legacy of James Bond

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Released on: November 17, 2008, 10:40 am

Press Release Author: [MJ Rolex Watch Blog](#)

Industry: [Entertainment](#)

Press Release Summary: Quantum of Solace: The new 007 James Bond: Even if the producers have James Bond wear an Omega in the new Bond film, star Daniel Craig wears a Rolex Submariner in tribute to the legacy of Ian Fleming and Sean Connery.



Press Release Body: Rolex: **Quantum of Solace's new 007 James Bond, Daniel Craig** chooses to wear a **Rolex Submariner 6358**, even to interviews for the new Bond film. When playing James Bond in the film, however, Daniel Craig wears an Omega. Now what exactly is going on here?

With Quantum of Solace predicted to rake in over \$60 million dollars on opening weekend, the producers of the new James Bond may not be worrying about the maverick approach of the new 007, Daniel Craig. Then again, maybe they should be listening to the wisdom of their chosen star and honor a great legacy.

This article, by **John Lavitt**, can be viewed in its entirety at the **MJ Rolex Watch Blog**:

<http://www.melrosejewelers.com/rolex-watch-blog/daniel-craig-wears-a-rolex-to-honor-the-legacy-of-james-bond/>

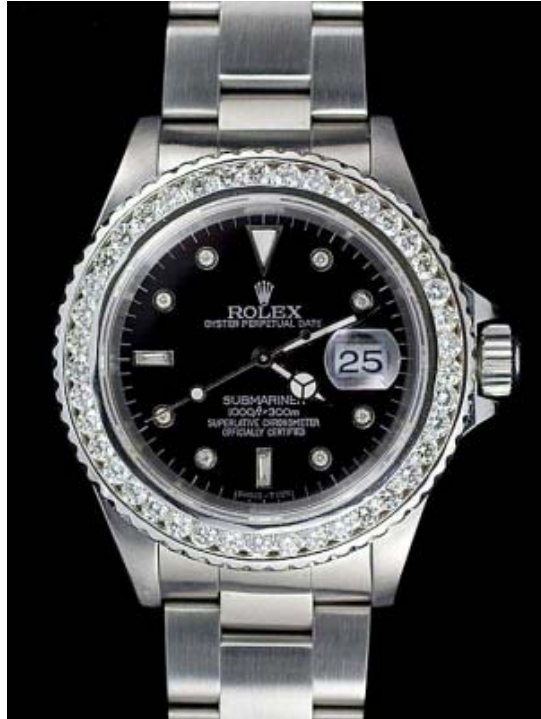
Why is Daniel Craig a maverick? Although James Bond wears an Omega in the new films, Daniel Craig chooses to go against the grain of his producers and wears a

classic **Rolex Submariner 6358** to his interviews and in his personal life. Since Ian Fleming wrote in the original novels that his character James Bond wears a Rolex and Sean Connery always wore a Rolex Submariner 6358 in the early classic films, Daniel Craig pays tribute to these cultural icons by wearing a Rolex. At a recent GQ photo shoot, the entire wardrobe was styled for Daniel Craig, except for one key element: "Watch by Rolex, Craig's own."

Learn more about the James Bond's Rolex Submariner at: http://www.melrosejewelers.com/content/rolex_education_rolex_journey_of_submariner.htm

An example of a Rolex Submariner that has historically been used in James Bond films can be seen here: http://www.melrosejewelers.com/info/submariner_ss_black_388.htm

Even if Omega named their new watch after James Bond and was willing to pay a bundle for the product placement, maybe the producers should respect the awareness shown by their star of the true legacy and history of their character. Throughout his time as 007, Sean Connery was equipped with the Rolex Submariner, which has just celebrated its 50th anniversary this year, and Ian Fleming clearly chose Rolex as the watch worn by his creation. "Daniel Craig likes to tell a story about his watch. It is a Rolex Submariner 6358, an exact replica of the one he remembers Sean Connery wearing in Goldfinger." (Empire Magazine). Now is the time for the producers of James Bond to follow the lead of their star and honor the legacy of Ian Fleming and Sean Connery — Give 007 back his [Rolex](#)



This article was published by the MJ Rolex Watch Blog, <http://www.melrosejewelers.com/rolex-watch-blog/>, or in the U.K. at <http://www.melrosejewelers.co.uk/rolex-watch-blog/>

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<http://www.MelroseJewelers.co.uk>

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+44 (20) 70992103**

Web Site: <http://www.melrosejewelers.co.uk>

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