# Sekonda Watches Party on TV's Popstar to Operastar

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The party is nearly over for 'Popstar to Operastar' contestants Joe McElderry and Cheryl Baker but it never stops for Sekonda watches.

Over the past five weeks, Sekonda has showcased its colourful range of Party Time watches in its role as official show sponsor of ITV1's singing competition.

In that time, the eight celebrity contestants have been whittled down to finalists McElderry and Baker, who will compete against each other to be crowned the winning 'Operastar' on Sunday's final show.

Although the final curtain will come down on 'Popstar to Operstar' for another year, fans of Partytime won't have to wait that long to see their favourite Sekonda watches return to the screen.

The new series of 'Britain & Ireland's Next Top Model', which commenced on Sky Living on Monday (04 July), will feature the modelling hopefuls sporting Sekonda Partytime watches as part of one week's challenge.

Sekonda watches' starring role in Living's fashion show follows last year's photo shoot, which saw contestants wearing Casio Baby-G watches and led to show winner Joy McLaren being selected as an official brand ambassador.

Although it is not yet known whether this year's winner will enjoy a similar deal modelling Sekonda Partytime watches, the brand itself is sure to benefit from another turn in the TV spotlight.

Each Partytime watch boasts a bold, single colour strap with a glittering stone-set bezel, providing a colour for every party any time of the year.

With Christmas approaching, it's likely that Sekonda will continue its sponsorship of ITV shows over the festive period following annual slots in 2009 and 2010, which won the watch brand even more fans in the run-up to Christmas.

A wide range of Sekonda watches, including the Partytime range, can be viewed at the Watch Hut, the UK's largest watches website.

Catch the finale of 'Popstar to Operstar', sponsored by Sekonda, on Sunday 10 July at 8pm ITV1. For more information on where you can next catch Sekonda on TV, visithttp://www.thewatchhut.co.uk.

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