

NEWS

MECCANICHE VELOCI AMBASSADOR MARTIN CASTROGIOVANNI

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We like old school brand ambassadors whose link to the brand owes more to a shared taste for good wine and entertainment than careful analysis of social internet search demographics.

In that spirit, we offer Martin Castrogiovanni, stalwart of Italian rugby and rock of the Azurri for, seemingly, the last century in a high concept video created for Meccaniche Veloci.

Any suggestion that idea behind this was cooked up at his Leicester restaurant Timo should be given short shrift, and if you want to see watches with truly individual character, you should really take a look at the brand that's "Motored by Italian Passion".

Silly as the video is, Meccaniche Veloci has generated a serious following, leading to the brand being taken on by Harrods.

