

PROFILE



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SPY ICON

The upcoming release of *Skyfall* marks James Bond's 50 years as a cinematic icon. When it comes to style, nobody does it better

Words Clive Morris

WITH THE RELEASE OF *SKYFALL* THIS AUTUMN, British secret agent James Bond is sure to regain pole position as top movie franchise. Harry Potter has given 007 a run for his money, but his flying broomstick is no match for the Aston Martin DB5.

Along with beautiful women, larger-than-life villains and exotic locations, a key ingredient in the Ian Fleming novels were the hero's lifestyle accessories. As Britain emerged from post-war austerity, Bond smoked custom-made, high-nicotine cigarettes and drank vodka martinis (shaken, not stirred). His watch was a Rolex Oyster Perpetual, he wore Sea Island Cotton shirts and drove a pimped-up Bentley Mark II Continental.

Today's James Bond, played by Daniel Craig, still has his vodka martini (he downed six in the last film), plus the 1960s Aston Martin introduced in Fleming's novel, *Goldfinger*. As for the rest, well, it's an ad man's dream. Following their appearance on Craig in 2006's *Casino Royale*, sales of retro-style Sunspel navy polo shirts and Grigio Perla swimming trunks rocketed.

But it's sometimes hard for a fan to keep pace. "Today Craig's Bond wears a lot of Tom Ford, which is extremely expensive, even for the luxury market," observes Rimmert van Braam, who runs the James

Bond Lifestyle website. Bond's style, he says, owes much to the slim-cut Conduit suit from London tailor Anthony Sinclair, seen in the 1960s films, and van Braam singles out *Thunderball* as the pinnacle of Connery cool. The Sinclair name was recently revived by British designer David Mason, who has offered recreate famous Connery suites for fans from a Mayfair shop off London's Piccadilly. The light grey outfit from *Goldfinger*, to which Leonardo diCaprio paid homage in *Catch Me If You Can*, is a particular favourite.

Current interest is on the new Omega watch, both the 38.5mm Aqua Terra, worn by Craig in *Skyfall*, and the 50th anniversary Limited Edition Seamaster Planet Ocean, which has the '007' logo on the number 7.

For some, there's only one Bond watch. "Rolex didn't pay to get it shown in the films, and is in the Fleming novels. I can't think of a better proof of quality and accuracy," says Rick Dos Santos, who as 'Donald Grant' runs the James Bond Watches Blog. He owns the Rolex Submariner thick-cased 6538 and 5510, thought to be the Connery model, and Rolex 5513 Submariner from Roger Moore's *Live And Let Die*. Last year the original, supposedly equipped with a magnet used by Bond to unzip a girl's dress, fetched €150,000 at auction.

LEFT: SEAN CONNERY
WITH BOND'S ORIGINAL
LONDON TAILOR,
ANTHONY SINCLAIR

James Bond Style PROFILE



LEFT: DANIEL CRAIG IN CASINO ROYALE. BOTTOM LEFT: ITEMS AT LONDON'S BARBICAN EXHIBITION

Fashion historian Bronwyn Cosgrave who, with long-term Bond designer Lindy Hemming, guest curates *Designing 007*, an exhibition at London's Barbican, covets a different kind of jewellery - the €176,000 necklace worn by Terri Hatcher in *Tomorrow Never Dies*. London jeweller David Morris has loaned it for the exhibition. "It feels like silk against your skin, it's so lightweight," she enthuses. As for outfits, there's the ski suit worn by Sophie Marceau in *The World is Not Enough*, inspired by Sam De Teran's boutique in London's Chelsea, and adapted by Hemming: "It's a beautiful shade of claret, both unusual and sporty." Third on her wish list would be the black satin jumpsuit worn by Lois Chiles's NASA scientist in *Moonraker*. "It's by French designer Hubert de Givenchy, who dressed Audrey Hepburn in *Breakfast at Tiffany's*, among others. It's implausible: why would an astronaut wear a disco satin jumpsuit at the top of the Sugar Loaf Mountain in Brazil? But why not, it's Bond!"

Yet there's one iconic flourish no Bond fan can emulate - his famous introduction, "Bond... James Bond". Yet it caused Sean Connery all manner of problems, recalls Eunice Gayson, who appeared alongside as Sylvia Trench in the very first film, *Dr No*.

"I remember Sean being terribly nervous," says Gayson, whose autobiography, *The First Lady of Bond*, is published this September. "Our famous scene, where I prompted the reply 'Bond... James Bond' did not run smoothly. Sean kept fluffing it. He knew he was under pressure to really deliver in this scene. Our director Terence Young, wary of his producers looking horrified, called an early lunch and suggested I take Sean to the bar and buy him a stiff drink to settle his nerves.

"Afterwards he delivered bang on cue: 'Bond... James Bond' and history was made."

Potter... Harry Potter. Nope, it just doesn't have the same ring to it, somehow.

Designing 007: 50 Years of Bond Style is at London's Barbican until 5 September. barbican.org.uk. *The First Lady of Bond* by Eunice Gayson (Signum Books, €20.99) is out 18 September. The new film, *Skyfall*, is released in October.

