

## “Skyfall”: more luxury to come

It’s amazing how luxury and Bond James Bond are so carefully and alluringly interconnected with the cars, the drinks, the hotels, the yachts, the planes and oh just the everything our hero 007 consumes. He might crash them, burn them or potentially lose them but his taste for fine cigars; casinos and women (oh and in “Skyfall” Heineken beer) can only be described as luxurious.

Bond has historically loved watches and since 1995 he has worn Omega. Previously he was a Rolex Submariner man but Omega was more eager for the product placement fame. First the Seamaster Quartz professional and now a Seamaster Planet Ocean limited edition for the latest film.

But not just watches there are the fabulous hotels like Fontainebleau Miami Beach in “Goldfinger”, the One & Only Ocean Club Bahamas in “Casino Royale” and The Peninsula Hong Kong in “The Man With The Golden Gun”. Although most importantly his cars: the iconic Aston Martin DB5 in “Goldfinger”, the stately Bentley Mark II Continental in “Thunderball” and the then-so-modern BMW Z3 in “Golden Eye” stick out as iconic.

“Skyfall” promises Istanbul with all its ancient Ottoman Empire inspired luxury, more beautiful French ladies to boot and of course an extravagant car (well back in an old one) as the Aston Martin DB5 returns, and now even a Tom Ford suit.

But what makes all this luxury so interesting is James Bond’s attitude towards it. A nonchalant devil may care anti-foolishness about what is all means. Its transient nature, its apparent inclusion to a certain timbre of people that he doesn’t even notice (or perhaps deliberately ignores), and its ability to facilitate his lifestyle but not control him – luxury defined. The material world, the luxury, the pomp doesn’t appear to have a hold on the secret agent. Maybe he prioritizes women but maybe he’s evolved to a state where he knows money cannot buy you luxury. Perfect lessons from the perfect hero.

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