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Beano and Mr Jones Watches Celebrate 75 Years of Dennis the Menace

The watch is limited to 750 pieces.



Beano and their licensing agent, Bulldog Licensing have collaborated with Mr Jones Watches to celebrate 75 years of Dennis the Menace.

The watch features Dennis and Gnasher tumbling through the air and handily showing the time. A banana skin has sent our mischief-makers flying and as they circle the watch face, they point out the time: Dennis points to the minutes while Gnasher, straining to catch a sausage, points to the hours.

"Beano is a true British institution, loved by generations of kids, myself included," says Crispin Jones, director and founder, Mr Jones Watches. "As a British brand, we were thrilled and inspired to create a watch to celebrate this milestone for Dennis. It's been a real joy to work with Beano and bring this watch to life. As we do all the printing and assembly of our watches right here in London, we were able to explore many different options for the design and get to the point where we've created something really outstanding that captures the spirit of Dennis and Gnasher!"

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"2026 is Beano's Year of Mischief, when we celebrate Dennis the Menace turning 10 for the 75th time – and the creative mischief he represents: the humor, creativity and imagination that fuel childhood at its very best," says Rob Glenny, executive director, kids Community growth, Beano. "We're delighted to partner with the brilliant artists at Mr Jones Watches to create something that captures that same playful spirit and reminds grown-ups everywhere that no matter how much time passes, being a kid never gets old."

"I can't think of a better showcase of British creativity and sheer fun than Mr Jones Watches and Beano. Alistair Audsley, founding chief executive officer, trade body, the British Watchmakers' Alliance. "Spending time at Mr Jones Watches also makes you realize just how much hand craft goes into their incredible creations. For the lucky owners, I hope these watches are a daily reminder of Beano's motto, 'Growing up can wait!'"

Mr Jones Watches will also host a birthday party for Dennis in their Covent Garden store on June 6.. Beano illustrator Nigel Parkinson will also be in attendance, drawing visitors in his classic comic book style.

The Beano watch is available exclusively from Mr Jones Watches and is limited to 750 pieces.