

JEWELRY

Breitling soars into Galeries Lafayette for interactive pop-up

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Breitling's pop-up launches its Colt Skyracer timepiece. Image credit: Galeries Lafayette

By STAFF REPORTS

Swiss watchmaker Breitling is touching down at Galeries Lafayette's Parisian flagship to launch a timepiece designed for daring individuals.

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A Breitling pop-up at the department store is hosting the exclusive pre-release of the brand's Colt Skyracer timepiece, giving shoppers the opportunity to get their hands on the watch before its official retail debut. Along with the product launch, the temporary boutique offers visitors the chance to immerse themselves in Breitling's aviation heritage.

Up in the air

Breitling's pop-up, situated on the ground floor of the retailer's men's store, opened June 12 and will run through June 18.

The main event of the shop is the Colt Skyracer, an all-black timepiece constructed of the lightweight Breitlight alloy developed by the brand. Other technical details of the timepiece include glareproof glass, luminescent hands and numerals and a rubber strap. A launch film for the timepiece plays up this technical appeal, showing a pilot boarding and flying a prop plane, performing tricks in the air.

Colt Skyracer - Breitling

Consumers can experience their own flight via an in-store simulator. They can also meet pilots from Breitling's Jet Team during appearances on June 16 and 17.



Breitling pop-up at Galeries Lafayette. Image credit: Galeries Lafayette

Flight is a central part of Breitling's brand story, and something that the watchmaker shares with consumers.

Currently, the brand is selling a limited-edition line of watches that have physically toured the world to celebrate the 77th anniversary of its iconic DC-3 plane.

The Breitling DC-3 will be celebrating its milestone with a major tour around world from March to September 2017. The plane will be transporting the new timepieces so that customers can say their watches have been around the world ([see story](#)).

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