

JEWELRY

Bedat & Co heightens Cathay Pacific partnership

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Cathay Pacific has entered an expanded partnership with Bedat & Co Geneva. Image credit: Cathay Pacific

By STAFF REPORTS

Hong Kong-based airline Cathay Pacific is taking the official timekeeping concept to the skies with watchmaker Bedat & Co Geneva.

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Bedat has been the time sponsor of Cathay Pacific since 2011, but this takes the existing relationship to a greater level. While watchmakers often take on the role of official timekeeper of sporting events, this claims to be the first official timekeeper partnership for an airline.

Keeping time

As part of Bedat's ongoing partnership with Cathay Pacific, the watch brand had placement on the airline's in-flight entertainment screens.

"We have been working with Cathay Pacific since 2011," says Charmaine Low, marketing director for Bedat & Co, in a statement. "Passengers flying with Cathay would observe time is brought to them by Bedat & Co at the base of their personal television screens, across all classes.

"Now, we are bringing the partnership one step further with our appointment as official timekeeper for the airline the first of its kind in the world and a step we at Bedat & Co are very proud and happy to announce," she said.



Bedat & Co Geneve is now official timekeeper of Cathay Pacific. Image credit: Bedat & Co Geneve

Founded in 1996, Bedat was established with the mission to create timepieces for a segment of the population it felt was being ignored. Simone Bdat wanted to build timepieces that would work for women's busy lives, making the brand a fitting partner for an airline.

Sporting events on land and sea are popular venues for watchmaker placements.

For instance, British watchmaker Bremont was among the luxury brands looking to raise awareness via the Henley Royal Regatta.

The 178-year-old event, which took place this year from June 28 to July 2, partnered with a number of brands for the first time, adding a sponsorship element to the sailing competition. As the official timekeeper of the event, Bremont was expected to have an audience of at least 300,000 spectators gathered for the rowing competition on the Thames ([see story](#)).

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