

JEWELRY

Breitling teams with Ocean Conservancy to tackle trash

March 7, 2018



Breitling is working with Ocean Conservancy. Image credit: Breitling

By STAFF REPORTS

Swiss watchmaker Breitling is aiding Ocean Conservancy's efforts to make beaches and oceans healthier, taking on an active role in the fight against pollution.

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As part of its new partnership with the non-governmental organization, Breitling will organize beach cleanups, using these initiatives as a platform to educate children on the importance of preventing trash from reaching the water. While much of Breitling's story is tied to aviation, the brand also has a commitment to the sea, having produced a number of diving timepieces throughout its history.

"As global corporate citizens, we are thrilled to be able to support Ocean Conservancy's mission of maintaining a healthy ocean," said Georges Kern, CEO of Breitling, in a statement. "The organization has an impressive track record of accomplishment, mobilizing millions in support of healthy beaches, and is passionate in its fight for our ocean, its wildlife and coastal communities."

Trash pickup

Founded in 1972, Ocean Conservancy's mission is to make the oceans healthier, tackling threats such as acidification and overfishing.

Breitling's work with the organization will center on reducing trash. The company will organize cleanups as part of Ocean Conservancy's International Coastal Cleanup.

These events will be open to children, inviting them to help make the beaches less polluted and teaching them how to prevent more trash from reaching the seas.

After trash is collected, Breitling will work with experts to recycle the collected trash in the most ecologically friendly way.



Breitling will work to clean up beaches. Image credit: Breitling

Since 1986, more than 12 million people have participated in Ocean Conservancy's cleanups, with their efforts removing a total 230 million pounds of trash.

"Our ocean is at risk. Everyone knows it, but the problem sometimes seems so overwhelming that we feel powerless to do anything," Breitling's Mr. Kern said. "Breitling, together with Ocean Conservancy, wants to make it clear that each one of us can play a part not only for ourselves but for future generations."

In addition to its cleanup efforts, Breitling will also create a limited-edition timepiece for its Superocean Heritage, with part of the proceeds going to Ocean Conservancy.

"We are excited to be working with Georges and his team at Breitling," said Janis Searles Jones, CEO of Ocean Conservancy, in a statement. "Their customers are adventurers who explore every corner of the globe and see the beauty and wonder of the ocean from vantage points that are not easily accessible.

"Breitling and its customers understand firsthand that a healthy ocean teeming with life, free of trash and plastic is critical to life on our incredible, awe-inspiring planet," she said. "We look forward to working with them to advance our shared mission of maintaining a healthy ocean."

As ecology becomes an increasing concern, more luxury brands are focusing their efforts on the planet's oceans.

British fashion label Stella McCartney also leaned into the environmental theme of water and the relationship human beings have with the planet in a campaign for its summer 2018 collection.

Kering-owned Stella McCartney is known for its adherence to strict ethical codes of sustainability and renewable resources. The latest campaign shows that Stella McCartney takes these ideas seriously and believes that enough consumers would resonate with the summer 2018 effort's underlying cause and theme ([see story](#)).