

WATCHES AND JEWELRY

Breitling makes sustainability push with recyclable packaging

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The new sustainable watch boxes will launch in early 2021. Image credit: Breitling

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Breitling is introducing sustainable watch boxes made with upcycled plastic bottles in the industry's latest move towards more environmentally-minded practices.

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The foldable, reusable watch box will be available early next year and replace Breitling's traditional leather packaging. In addition to using fewer materials and reducing Breitling's environmental footprint, the brand is calling the packaging the watch industry's first 100 percent recycled and recyclable watch box.

"Breitling is committed to doing everything within its sphere of influence to reduce the company's environmental impact," said Georges Kern, CEO at Breitling, in a statement. "With that in mind, we started working on a sustainable packaging concept with the goal of optimizing the impact on the environment, and the result has exceeded our ambitions.

"It has evolved into a positively disruptive element that has affected many different aspects of our packaging, ranging from material to transport and even to how customers will use the box," he said.

Sustainability push

Breitling's new watch box is made from 100 percent recycled plastic bottles and is about half the size of the existing packaging.

The brand has also reduced the components within the box, from 12 to three: the box, a pillow and a quick start guide. The pillow serves a dual purpose as a travel pouch for the timepiece.

Further limiting the brand's environmental impact, Breitling will be able to ship the boxes directly and reduce the average travel distance by 30 percent. The smaller size also helps with logistics, as the boxes can be unfolded and shipped flat.



To reduce the environmental footprint, there are fewer elements to the sustainable watch box. Image credit: Breitling

For clients who prefer the classic Breitling watch box, the watchmaker will offset the environmental cost by encouraging consumers to contribute to conversation group SUGi.

Other luxury watch brands have also been turning to recyclable materials to enhance their sustainability credentials.

Swiss watchmaker Ulysse Nardin is using recycled fishing nets to construct a concept watch as part of its commitment to a sustainable environment.

The watchmaker has fabricated the case, middle, back and bezel decoration of its new Diver Net from the plastic material of discarded fishing nets thanks to a partnership with a French recycling group Fil & Fab. The move underlines the diving watch specialist's commitment to ocean conservancy and adds a sense of adventure and authenticity to its brand ([see story](#)).

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