

WATCHES AND JEWELRY

Breitling launches subscription program offering refurbished timepieces

March 11, 2021



#BreitlingSelect is a new program that invites consumers to try disparate refurbished watches over 12 months. Image courtesy of Breitling

By KATIE TAMOLA

Swiss watchmaker Breitling is introducing a new program where consumers can select and enjoy three different Breitling timepieces over a year in its latest circularity push.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

With **#BreitlingSelect**, participants will be able to select three different watches to wear in a rotation during a set period. The watches in the program will come from a selected assortment of fully refurbished timepieces, with the collection arriving as many luxury brands are considering the sustainability and circularity of its goods.

"The program is an interesting test for a luxury watch brand," said Donnie Pacheco, founder of **Donnie P. Consulting**, Seattle. "It is a great way for Breitling to manage preowned product and attempt to convert customers interested in the brand but are unsure of which model they want.

"Depending on what Breitling is ultimately trying to accomplish, it could be a window into a greater cycle of emphasizing brand loyalty and allowing customers more ways to trade in or buy new timepieces," he said.

#BreitlingSelect

The Swiss watchmaker's subscription program invites users to try three different watches from a curated selection over 12 months.

The program carries a one-time subscription fee of \$450 and a monthly fee of \$129.

Users can enjoy a single watch for a minimum of one month and a maximum of six months, and can select a disparate watch online for their next rotation at any time. Participants in the program must send back previous watches before they can receive their next chosen timepieces.

The program offers most of Breitling's bestselling collections for men and women.

#BREITLINGSELECT : The new Breitling Experience.

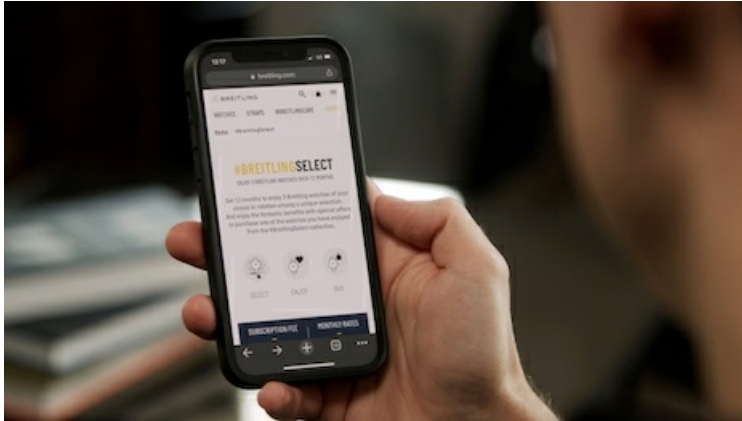
Select and enjoy your 3 favorite Breitling over 12 months. Available now in the US. More info

here [#https://t.co/Q7wT4CWUMa#breitling](https://t.co/Q7wT4CWUMa#breitling) [#subscription](#) [#luxury](#) [#watches](#)
pic.twitter.com/NLFvIC0yOu

Breitling (@Breitling) [March 9, 2021](#)

With a wide variety, #BreitlingSelect is also aiming to offer consumers the full experience of its high-quality products.

Each strap will also be automatically replaced between two rotations.



The program offers most of Breitling's bestselling collections for men and women. Image courtesy of Breitling

Breitling released a promotional video on Twitter for the campaign, featuring watches including the Avenger Chronograph 43, Navitimer Chronograph 41 and others.

Once users have been enrolled in the program for two months, Breitling issues special offers to purchase one of the watches the users have previously enjoyed. The offer also considers the user's accumulated Squad Points.

Time and time again

Transparency and options regarding circularity have become something consumers are actively seeking from more brands, including watchmakers.

Last year, Breitling announced the release of its foldable, reusable watch box to 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 ([see story](#)).

Watch platform [Hodinkee](#) has announced its acquisition of secondhand watch marketplace [Crown & Caliber](#) as it continues to expand its offerings. Hodinkee is looking to attract more consumers into the world of watches by implementing expansive and innovative options ([see story](#)).

This marks one of the first luxury watch brands launching a subscription program, and consumers and brands alike will be watching how it unfolds.

"Preowned watches represent a major opportunity in the watch industry, and this indicates that brands are willing to try new concepts to own the end-to-end process and promote brand loyalty," Mr. Pacheco said. "The program should offer Breitling valuable insights into customer behavior and if they are willing, use those learning to modify or launch additional programs."