

SOFTWARE AND TECHNOLOGY

Breitling upgrades boutiques with digital capabilities

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The Swiss watchmaker aims to create an easier checkout process for customers and employees. Image credit: Breitling

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Breitling has partnered with cloud technology provider **FairyMo** to implement a new iPad point-of-sale (POS) system for its boutiques across Greater China and Southeast Asia.

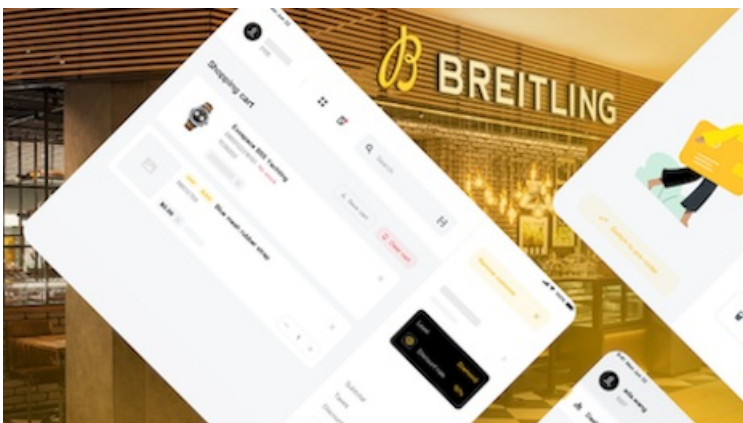
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The comprehensive sales tool intends to optimize Breitling's operation process and enable its store associates to better serve customers. Employees may access real-time, automatic information on inventory and manage product replenishment directly from the app.

"The true value of digital technology is about customer and user empowerment," said Antonio Carriero, chief digital and technology officer of Breitling, in a statement.

Updated POS

With an intuitive checkout process, integrated payment solution, Boutique staff can deliver a smooth and seamless shopping experience for all customers.



The new system utilizes FairyMo's API-first approach. Image credit: FairyMo

"FairyMo mobile POS, integrated within our sales app, is the easiest tool empowering our boutiques' sales staff when engaging with customers, but also when running boutique tasks, improving engagement and efficiency," Mr. Carriero said.

FairyMo's technology has been optimized to seamlessly interact with a business' existing technological infrastructure.

"With microservices architecture and API-first approach, our system ensures a fast, secure and flexible implementation," said Nora Fang, founder of FairyMo, in a statement. "We managed to deliver the whole integrated solutions for Breitling successfully within a quarterly-time gathering for several regions."

Last year, Breitling launched a subscription service allowing customers to select and enjoy three different Breitling timepieces over a year in its latest circularity push.

The watches in the program come from a selected assortment of fully refurbished timepieces, as many luxury brands are considering the sustainability and circularity of their goods ([see story](#)).

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