

WATCHES AND JEWELRY

## Ulysse Nardin becomes official timekeeper for Blade

February 8, 2022



*Ulysse Nardin is now the official timekeeper of Blade. Image courtesy of Ulysse Nardin*

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Ulysse Nardin is taking to the skies through a new partnership with aviation firm Blade.

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As the official timekeeper of Blade, Ulysse Nardin will have a presence at exclusive client events and its branding will appear across the service's mobile app, newsletters and confirmation communications. The partnership will keep Ulysse Nardin top of mind for Blade's affluent clientele while alluding to the watchmaker's tradition of innovation.

"Our partnership with Blade is a natural one," said Francois-Xavier Hotie, president of [Ulysse Nardin North America](#), in a statement.

"Blade combines a precise level of detail-oriented experience with time-effective transportation alternatives, which is exactly what our customers value," he said. "As a watch brand that caters to explorers, innovators and visionaries, Ulysse Nardin embraces and serves the same adventurous spirit of Blade fliers."

### Sky high

Blade is a global, short-distance air mobility platform that offers air transportation alternatives, including private charters of helicopters, seaplanes and jets. It is also spearheading a transition to electric vertical aircraft (EVA) that are emission-free ([see story](#)), an initiative that resonates with Ulysse Nardin's ocean conservation efforts.

Through the partnership, the watchmaker will also power Blade's first departure countdown clock, which will inform travelers of the next departing flight on the Blade website and mobile app.



*Ulysse Nardin branding will appear across Blade platforms. Image credit: Blade*

"Air travel is about exploration and freedom, and these are core tenets in UN's DNA," said Jeffrey Brenner, head of global partnerships at **Blade**, in a statement. "Ulysse Nardin is a synergistic fit with our company's brand and vision.

"Similar to Ulysse Nardin's commitment to ocean conservation through the repurposing and incorporation of recovered fishing nets and other plastic waste into their product line, Blade is committed to our transition to lower-cost, quiet and emission-free electric vertical aircraft in the near future, as well as the carbon-neutral footprint of our urban air mobility business today."

Ulysse Nardin has continued the pursuit of its vertical odyssey with a limited-edition timepiece.

The brand enlisted master watchmaker Ludwig Oechslin in a stirring campaign to discuss the house's newest special edition timepiece, which was inspired by the night skies that have guided humans for millennia. In another nod to astronomical movements, the release of the Blast Moonstruck coincides with the start of a new lunar year ([see story](#)).

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