

WATCHES AND JEWELRY

Breitling taps NFL player as new brand ambassador

July 27, 2022



The 22-year-old quarterback was the number one pick in last year's NFL draft. Image credit: Breitling USA

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Breitling has unveiled professional American football player Trevor Lawrence as its newest brand ambassador.

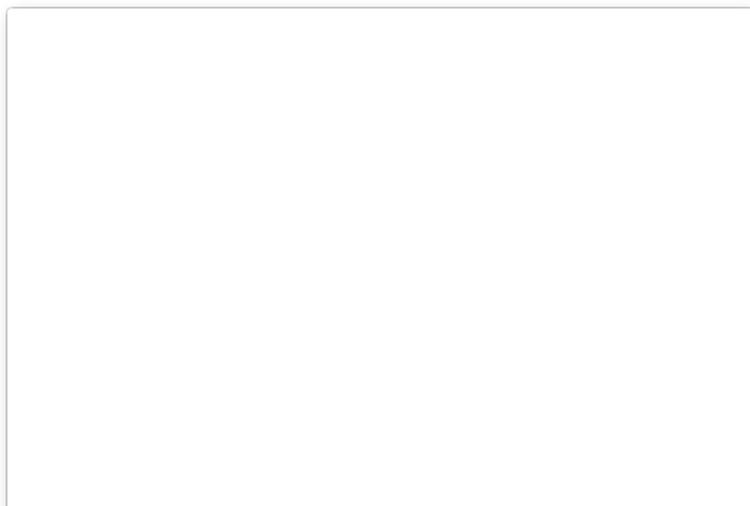
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In 2021, Mr. Lawrence was selected as the first overall draft pick and currently plays as the quarterback for the Jacksonville Jaguars. The brand made the announcement in an Instagram post, which features Mr. Lawrence wearing the Breitling Super Chronomat B01 44 timepiece.

"His talent and true leadership have contributed to his life on and off the field with his unique style becoming an identifiable trademark in recent years," the brand stated in an Instagram caption.

New face of luxury

While somewhat unexpected, the latest announcement is not the first sign that Breitling may be attempting to move in a more modern direction.



[View this post on Instagram](#)

A post shared by Breitling USA (@breitling_usa)

Earlier this year, the Swiss watchmaker 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.

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.

With an intuitive checkout process and integrated payment solution, boutique staff can deliver a smooth and seamless shopping experience for all customers ([see story](#)).

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