

WATCHES AND JEWELRY

## Breitling jogs onto the pitch with latest ambassador, Erling Haaland

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*Erling Haaland wears Breitling Super Chronomat in a new promotional image. Image credit: Breitling*

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker **Breitling** is continuing to go a sporty route in expanding its roster of ambassadors.

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The watchmaker's latest face is Norwegian professional soccer player Erling Haaland, who has broken several records during his career. Manchester City's striker joins Breitling's expansively athletic ambassador roster, modeling timepieces alongside Greek professional basketball player Giannis Antetokounmpo, American snowboarder Chloe Kim and more.

"Erling Haaland is exactly what we look for in a squad member," says Georges Kern, CEO of Breitling, in a statement.

"He's a powerful performer, he's got tremendous character, he's completely authentic and down to earth. Erling is the absolute embodiment of Breitling's casual and inclusive luxury."

### Timepieces on the pitch

Mr. Haaland, who referred to himself as a "watch freak," in a statement released in conjunction with the ambassador announcement, is viewed as one of the best performing soccer players in the world.

He performed in the FIFA U20 World Cup, a biennial football world championship for male players under the age of 20. When he appeared, he earned the Golden Boot, the award for the top scorer at the tournament, after scoring nine goals.



*Erling Haaland is viewed as one of the best soccer players in the world. Image credit: Breitling*

Mr. Haaland, seen wearing the Breitling Super Chronomat in promotional images, will star in a new campaign coinciding with a product release later this month.

Breitling exhibits a clear affinity for sports.

In July, Breitling unveiled professional American football player Trevor Lawrence as its then-newest brand ambassador.

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 ([see story](#)).

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