

WATCHES

Breitling, targeting long-haul passengers, to sell line of limited-edition watches on Swiss Air

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The sale of limited-edition Breitling watches on select Swiss Air flights targets long-haul passengers. Image credit: Breitling

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Breitling has partnered with compatriot Swiss Air to exclusively sell 700 watches on select long-haul flights, making the travel more attractive to timepiece collectors.

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Per the deal, Breitling will release the Navitimer B01 Swiss Limited Edition watch that features key aeronautical touches. This reissue celebrates the 70th anniversary of the watch and the 20th anniversary of the airline.

"With our new Swiss limited edition, we're not just celebrating our Navitimer's 70th birthday, we're continuing our longstanding partnership with Swiss," said Georges Kern, CEO of Breitling, in a statement.

"Our shared Swiss roots and our passion for aviation have united us for years," he said. "And the latest version of this iconic watch marks a further milestone in our collaboration."

High time

All those who have flown aboard **Swiss Air** since 2016 have kept time with Breitling, the official Swiss Air onboard timekeeper.

Now, a select few passengers can use Breitling to keep time long after deboarding.

The base of the central chronograph secondhand is shaped like an airplane, with a turbine engine design on the case back.

The emblem that rests above the Breitling signature resembles a pair of pilot wings.

The watch features a bidirectional rotor winder with a power reserve of more than 40 hours.

Promotional videos for the watch note the parallels between the process of watchmaking and the process of airplane assemblage and maintenance, both being a delicate balance of power and precision.

"Swiss and **Breitling** share the same values," said Swiss CEO Dieter Vranckx in a statement.

"Our brands are both bywords for the highest quality, and we both put a firm focus on the details," he said. "The new Navitimer Swiss Limited Edition excellently embodies all these characteristics. And I'm delighted that, to help mark our 20th anniversary, we can offer it exclusively to our Swiss inflight guests."

https://twitter.com/Breitling/status/1593234403073101824?s=20&t=9_XQ9UImFKUjUDoUtFyyhw

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