

JEWELRY

## Breitling collaborates with US universities on collegiate drop

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*The collection brings together the brand's historic support of sports with high-watchmaking technology, adding a solid dose of school spirit. Image credit: Breitling*

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Breitling is debuting academic-themed timepieces with the help of American educational institutions.

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The brand's new Endurance Pro University Editions collection features the colors and emblems of Princeton University, The United States Naval Academy, the University of Michigan and the University of Alabama. Each of the four resulting watches offers young students, senior alumni and college sports enthusiasts the opportunity to don custom-made spirited wear.

"When I went to my first collegiate football game in Alabama, the passion and enthusiasm I saw firsthand from the fans had me so inspired, I knew this would be the perfect alignment for a custom Breitling Endurance Pro University of Alabama edition watch," said Thierry Prissert, president of **Breitling** USA, in a statement.

"With this idea came the vision to expand the University Editions with three other iconic colleges with Princeton University, The United States Naval Academy and The University of Michigan," Mr. Prissert said. "Their signature school colors compliment the already colorful Breitling Endurance Pro collection, and we knew students, alumni and fans of these universities would like to showcase this school spirit on their wrists."

### School spirit

The gender-neutral, special-edition timepieces include the colors, logos and mottos of renowned colleges around the United States, while also featuring Breitling's innovative watchmaking technology.

The four watches also use a SuperQuartz movement, a precision tool built with explorers and pilots ([see story](#)) in mind. Units are activity-friendly with a pulsometer that allows the wearer to keep track of their heart rate.

With the drop, Breitling expands a history of heavy involvement in the sports space.

Throughout the 20th century, the brand served as the official timekeeper for the famed cycling competition Tour de France, naming Italian road cyclists Fausto Coppi and Gino Bartali as ambassadors today, the brand continues to

sponsor cycling teams ([see story](#)).

In the 1970s, this relationship to athletics was explored through the Endurance Pro model. It also had a pulsometer, was lightweight, made from comfortable resin and came in vibrant colors.

It is this midcentury design on which the Breitling Endurance Pro University Editions collection is based.

Inspiring the entire collection is the University of Alabama edition, with a red strap and inner bezel. On the dial is an engraving of the Alabama Crimson Tide athletic department logo, and the institution's "Where Legends Are Made" motto on the caseback.

The Princeton University option boasts an orange inner bezel and strap, placing the Princeton Shield logo on the face and back of the watch.



*Black contrasts the vivid school colors of the Princeton University edition, an effect used for the other collection timepieces. Image credit: Breitling*

With a blue inner bezel and strap, the United States Naval Academy watch features the Navy Midshipmen symbol on the face. The official United States Naval Academy Anchor is engraved on the caseback.

The strap and inner bezel of the University of Michigan edition are also blue. A Michigan Lamp of Knowledge Seal is engraved on the caseback, and a Block M logo is featured on the dial.

With a rubber strap, water-resistant design, engraved cardinal direction points, illuminated hour and minute hands, highlighted red second hand and easy-to-read chronograph counters, the timepieces are highly functional.

Breitling manufactured the pieces with Breitlight, a metal material exclusive to the company. Introduced in 2016, the material is 3.3 times lighter than titanium, nonmagnetic, thermally stable, scratch and corrosion-resistant, 5.8 times lighter than stainless steel and hypoallergenic, according to the brand.

Every one of the watches arrives with a two-year warranty, available in boutiques and online for \$3,700.

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