

JEWELRY

# Breitling fields charitable launch for Super Bowl LVIII

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*The Super Bowl LVIII logo is featured on the watch's 42 mm 18-karat red gold case. Image courtesy of Breitling*

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By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Breitling is engaging with America's favorite sport.

In light of the upcoming Super Bowl game in Las Vegas, a charitable collaboration with brand ambassador and former professional quarterback Boomer Esiason centers the release of a limited-edition watch. Sales of the Chronomat Bo1 42 Super Bowl LVIII Edition will benefit the NFL alum's Boomer Esiason Foundation (BEF), supporting those diagnosed with cystic fibrosis.

"The important work Boomer does with his foundation and the impact it has made on those with Cystic Fibrosis is inspiring," said Thierry Prissert, president of [Breitling USA](#), in a statement.

"It is a privilege to be able to partner with Boomer on this Limited Edition Chronomat in support of the Boomer Esiason Foundation."

## Big Game benefit

With a design that resembles other Chronomat models, Breitling's new accessory opts for a few finishes that set it apart from the pack.

For one, the Super Bowl LVIII logo is featured on the watch's 42 mm 18-karat red gold encasing.

Etched into the metal are the words "limited edition," placed aside each unit's respective production number. The Chronomat Bo1 42 Super Bowl LVIII Edition comes with two strap options: a bracelet made of the same 18-karat red gold as each case, as well as a black, Rouleaux-inspired rubber strap.

Just 58 have been created. The first will be auctioned off by the BEF, with all proceeds going to the organization.



*The watches feature a dark blue dial with black sub-dials. Image courtesy of Breitling*

Another will be available in February through the official auction site of the [NFL](#).

According to a statement, the NFL does not profit from the sale of these items instead, charitable contributions are awarded by the NFL Foundation to its nonprofit partners and will help support the Boomer Esiason Foundation. Of revenues from the remaining timepieces, which will be available at U.S. Breitling boutiques, on the label's website and at authorized retailers, 10 percent will go to the BEF.

"I appreciate the support Breitling has shown me and the foundation throughout the years," said Mr. Esiason, in a statement.

"I have always valued the great relationship that I have with Breitling and am lucky to have such a great partnership that has lasted this long."

British watchmaker Bremont also recently worked to uplift the work of another nonprofit, celebrating the 200th anniversary of the Royal National Lifeboat Institution ([see story](#)).

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