

WATCHES AND JEWELRY

Breitling, NFL strike licensing deal ahead of Super Bowl LIX

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Chronomat Bo142 NFL Team Editions for the National Football League's AFC West teams. Image credit: Breitling

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Breitling is working with the officials behind America's most-watched annual television event.

Announced Sept. 6, the label has struck a long-term exclusive licensing deal with the National Football League (NFL). The first-of-its-kind collaboration features limited-edition timepieces launching in colors and logos that represent all 32 of the league's American Football Conference and the National Football Conference teams available in short supply, as just 104 of each design will be sold in honor of the NFL's current anniversary year.

"Collaborating with such an iconic and established league like the NFL is a touchdown for Breitling," said Georges Kern, CEO of **Breitling**, in a statement.

"As a casual, conscious luxury brand with purpose, the high-performance action of the NFL, combined with its values of responsibility and integrity, align perfectly with Breitling."

Breitling appeals to NFL fans

Casebacks across the Breitling Chronomat NFL Collection are engraved with the NFL's shield.

The emblem is joined by the words "One of 104" in a nod to the exclusive nature of the luxury drop and in celebration of the NFL's 104th anniversary.



The models' casebacks are engraved with both the NFL's shield and the words "one of 104," in a nod to the exclusive nature of the luxury drop and in celebration of the NFL's 104th anniversary. Image credit: Breitling

With raised rider tabs at the 15-minute marks, easy-grip onion crowns, triple-register dials with integrated date at 6 o'clock and classic rouleaux bracelets, Breitling's branded models hold onto details that are signature to the Chronomat line.

The Chronomat Bo1 42 NFL Team Editions are water-resistant to 218 yards, the length of two football fields.

Powered by the exceptional Breitling Manufacture Caliber 01, each watch's 42-millimeter case can be matched with stainless-steel and rubber strap variations.

Available in full through Breitling boutiques and via authorized retailers only select styles can be accessed [online](#) prices range from \$8,800 to \$9,200.



American football player and former professional quarterback Eli Manning attended a launch party in the Meatpacking District of New York City on Sept. 5, 2024. Image credit: Breitling

Breitling is no stranger to the world of U.S. sports.

It has tapped the sector's stars, including American football player Trevor Lawrence of the Florida's Jacksonville Jaguars, as ambassadors ([see story](#)), and launched charitable initiatives ([see story](#)) on the football field.

The analog experts also look to other leagues, most recently engaging NBA All-Star player Giannis Antetokounmpo, who helped create a special-edition set of Chronomat Bo1 and steel Chronomat GMT chronographs ([see story](#)).

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