

Breitling Named as NFL's First Luxury Watch Partner

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In a landmark move for both sports and fashion industries, the **National Football League (NFL)** has entered into a pioneering long-term partnership with Swiss luxury watchmaker **Breitling**, marking the first time a prestigious timepiece brand has aligned officially with the league. The announcement signifies the NFL's growing engagement with fashion culture and marks Breitling's most significant licensing collaboration to date in North America.

This partnership arrives amid the NFL's intensified international expansion and strategic efforts to cross into the fashion space through collaborations with retailers and lifestyle brands like Abercrombie & Fitch. Breitling's selection as the league's luxury timepiece partner amplifies this movement, marrying horological heritage with American sport.

A Timepiece for Every Team

As part of the new collaboration, Breitling unveiled two distinctive NFL team-branded collections:

- **Chronomat Automatic GMT 40 NFL Team Editions** – A refined 40 mm watch featuring each NFL team's primary color on the dial and a contrasting GMT hand in their secondary color. The caseback proudly displays the team logo and the NFL shield. Powered by the COSC-certified Caliber 32, it offers a 42-hour power reserve and classic 200-meter water resistance—blending travel-ready function and spirited design.
- **Endurance Pro NFL Team Editions** – Crafted in lightweight titanium, these sportier options highlight a pulsometer bezel surrounded by team colors and the franchise logo at 6 o'clock. Inside ticks the highly precise SuperQuartz™ caliber 82, geared for active fans and daily wear

Limited Editions with Legacy

The Chronomat B01 42 collection adds another layer of exclusivity. Each team edition is capped at just **104 pieces** in celebration of the NFL's 104th anniversary—totaling 3,328 individually numbered watches. Both rubber-strap (? US\$8,800) and steel-rouleaux bracelet (? US\$9,200) variants are available.

These limited-edition timepieces are not only collector's items but also tangible expressions of fandom—combining precision mechanics with team pride.

Strategy Behind the Deal

For Breitling, the US remains a pivotal market. The NFL partnership offers a rich opportunity to connect deeply with American sports culture and expand its fan base through football's widespread appeal. The activation plan includes a presence at marquee events such as Super Bowl LX, NFL Honors, and the 2025 International Games across Europe

and South America.

NFL executives similarly extolled the partnership. **Renie Anderson**, Executive VP and Chief Revenue Officer, touted the deal as a chance to set new brand standards and deliver meaningful, emotionally resonant experiences.

Georges Kern, CEO of Breitling, matched the sentiment: “This collaboration is a touchdown for Breitling... The high-performance action of the NFL aligns perfectly with our values of responsibility and integrity.”

Launch Celebrations in NYC

The initiative kicked off with a high-energy tailgate-themed event in Manhattan’s Meatpacking District. Vogue chronicled the vibrant soirée—staged in Breitling’s boutique and transformed into a mini stadium complete with turf, a helmet, and yellow cocktail bars for what felt like a fashion-meets-sports rally. Present were ambassador **Austin Butler**, NFL Commissioner **Roger Goodell**, and legends like **Eli Manning** posing with the iconic Vince Lombardi Trophy. The night ended with a patriotic performance by the **Dallas Cowboys Cheerleaders**, drawing attention from fashionistas and fans alike.

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