

Breguet ties innovation, aviation with Intrepid event

By [Rachel Lamb](#)

June 1, 2012



Breguet's Type XX

Swiss watchmaker Breguet is seeking parallels between watch innovation and aviation with an event honoring 10 historical brand timepieces onboard New York's Intrepid Air, Sea and Space Museum later this month.

Breguet will be debuting a vintage timepiece collection June 14 on the USS Intrepid aircraft carrier museum on the West Side Highway in New York. The brand is trying to compare innovations in watchmaking to those in high-risk sports.

"Flight and time are about precision engineering, whereas the Navy is an integral part of Breguet's heritage," said Chris Ramey, president of Affluent Insights, Miami. "Marrying the two create a newsworthy event.

"Also, highlighting a brand's heritage is an essential to luxury marketing today," he said.

Mr. Ramey is not affiliated with Breguet, but agreed to comment as an industry expert.

[Breguet](#) was not able to respond before press deadline.

Sky-high bar

The "Breguet: Watchmaker, aviator, innovator" event will include a speech by U.S. brand president Michael Nelson with light hors d'oeuvres.

Some of Breguet's most-famous – and antique – watches will be available in the 10-piece exhibit aboard the Intrepid.



Type XX

For example, the original model Type XX will be available for view.

The Type XX was designed in the 1950s for the French naval air arm that retains a fly-back function needed for flying search patterns, according to Breguet.

Breguet makes a Type XX in two versions, the Aéronavale and the Transatlantique.

Furthermore, attendees will be able to check out the 10Hz technology which is integrated into the Type XX and XXII models.

Consumers will be able to participate in guided tours of the flight deck, which includes propeller-driven planes that helped Japan during World War II. There are also aircraft that supported U.S. ground forces in Vietnam and helicopters that recovered NASA astronauts in the 1960s.



Breguet

The flight deck holds most of Intrepid's collection of restored aircraft.

Air showing off

Although seemingly different, aviation mechanics is closely intertwined with watchmaking since they both involve precision engineering.

Other luxury watchmakers have sought the same comparison and bring these components into their marketing efforts.

For example, Swiss watchmaker Breitling showcased an extremist lifestyle of ocean-diving and aviation to boast its watches' durability as the theme of its Web site relaunch last year.

Breitling often uses extreme sports and activities in its advertising to prove its watches can endure fast speeds, deep oceans and high altitudes. The Web site showcases its iconic watch collection in a variety of ways for its thrill-seeking customers ([see story](#)).

The watchmaker further emphasizes its tie to the armed forces through charity auctions and special timepieces benefitting the armed forces.

Moreover, Breguet is emphasizing its brand history, which is an integral part of the luxury mindset.

Highlighting consumers' passions is also an important part of being a luxury brand, per Mr. Ramey.

"There is more than one brand that attaches itself to aviation," Mr. Ramey said. "Clearly, there is a strong correlation between those who collect watches and those who fly or ply for excitement.

"Leverage your customer's passion," he said. "There is a brand and product for every emotion and desire."