

Beat: Arts

BREITLING BLUEWATER STORE LAUNCHES WITH BRITISH ROYAL AIR FORCE AEROBATIC TEAM

OPENING OF A NEW 1500 SQUARE FOOT STORE

PARIS - LONDON, 14.11.2015, 17:11 Time

USPA NEWS - Independent Swiss watchmaker and 'official supplier to the world of aviation' Breitling celebrate, on November 6, the opening of a new 1500 square foot store at Bluewater with an aviation inspired evening that included appearances by the British Royal Air Force Aerobatic Team,...

Independent Swiss watchmaker and 'official supplier to the world of aviation' Breitling celebrate, on November 6, the opening of a new 1500 square foot store at Bluewater with an aviation inspired evening that included appearances by the British Royal Air Force Aerobatic Team, The Red Arrows, alongside Breitling Air Race champion Nigel Lamb

The official unveiling of the store commenced with the issuing of the new Breitling Emergency II, the world's first wristwatch with a dual frequency locator beacon, to the pilots of the Red Arrows.

The premier aerobatic team in the world, the Red Arrows have worn Breitling wristwatches as instruments for precision and timing for their renowned aerobatic displays for over 20 years.

Following the official unveiling of the store, guests were welcomed through a glazed façade by Breitling's famous aerobatic Wingwalkers and the avionic sounds of Dan Lywood and Ben Bridgwater on decks.

A master watch technician enthralled visitors with a live display of the fine art of watchmaking before they had the opportunity to rub shoulders with Breitling Air Race Champion Nigel Lamb who thrilled the audience with tales of speed.

Each guest was then invited to board the Breitling Simulator for their own chance to experience the thrill of jet flight.

The store's daring décor echoes Breitling's aeronautical ties and boasts exceptional levels of innovation, quality and function with high-spec design features including an oversized multimedia screen, the largest screen of its kind in Europe to be used within a retail concept.

Breitling's iconic aviation theme abounds, brought to life with bold pop art installations by acclaimed artist Kevin Kelly, reflecting the brand's spirit of wit and humour.

Additional particular design features include showcases adorned with a mosaic of carved aircrafts representing a 5th generation fighter jet; a living room furnished with Le Corbusier sofas and Breitling's iconic pin-up girl who takes centre stage.

The Royal Air Force Aerobatic Team, the Red Arrows, is one of the world's premier aerobatic display teams. Representing the speed, agility and precision of the Royal Air Force, the team is the public face of the service. They assist in recruiting to the Armed Forces, act as ambassadors for the United Kingdom and promote the best of British.

Flying distinctive Hawk jets, the team is made up of pilots, engineers and essential support staff with frontline, operational experience. 2015 was the 51st display season for the Red Arrows, in which they continued to enthral, captivate and inspire millions of people both in the UK and around the world.

Source :Breitling

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Article online:

<https://www.uspa24.com/bericht-6327/breitling-bluewater-store-launches-with-british-royal-air-force-aerobatic-team.html>

Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDSiV (German Interstate Media Services Agreement): Yasmina BEDDOU (Journalist / Photographer)

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