

David Beckham - The new face of Breitling

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Breitling have always had a reputation of pushing boundaries and have a philosophy that the sky is the limit. Their watches are instantly recognisable throughout the world and are number one choice of many people in various different professions. Actor and pilot John Travolta has a long standing affiliation with the brand and their outstanding timepieces.

Breitling also work closely with the luxury motor company, Bentley and have even created a whole range of watches dedicated to the partnership. Therefore, it comes as no surprise that Breitling have proudly announced that David Beckham is the latest high profile global icon to become an official ambassador to the brand.

David Beckham approaches all areas of his lifestyle with passion, drive and determination to be the best, a philosophy also embraced by Breitling. Their watches have always been crafted with a commitment to being the most accurate timepieces. No watch symbolises this more so than the famous Unitime Travel watch from the 1950's and 60's.

In the spring of 2012 Breitling presented the latest version of this watch in the shape of the Transocean Chronograph Unitime, equipped with Breitling's own in house caliber B05 movement featuring a patented mechanism, that includes two discs enabling a reading of all 24 time zones and an "ultra-user-friendly" crown operated correction system. It is this unique timepiece that Beckham has become the face of; a partnership that we are sure will be a success for years to come.

"I've always been a long-time admirer of Breitling", said David Beckham. "As a company they create not only the highest-performance watches but also timeless designs that have inspired generations. It was a natural choice for me to partner with this fantastic brand."

At Rudells we are also proud of our collaboration with Breitling and carry an impressive range of these luxury timepieces in our Harborne showroom. We also boast state of the art workshops, accredited by Breitling, to enable our highly trained watchmakers to carry out any after sales services, to the same impeccable standard as Breitling themselves.

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Rudell the Jewellers showrooms (<http://www.rudells.com/contact-us.php>) are based in Wolverhampton and Harborne, Birmingham; they are renowned for the finest quality jewellery and customer service in the Midlands since 1938.

Note: For PR enquiries please contact dan@rudells.com or 01902 423308.

Please note board directors for reference: Jon Weston - Managing Director, and John Harlow – Sales Director.