

BREITLING *for* BENTLEY

David Beckham is the face of Breitling *for* Bentley

The British celebrity is the watch brand's ambassador across all continents and stars in its new advertising campaign through a powerful visual reflecting this world of its own.

Since its launch in 2003, the collection of Breitling *for* Bentley chronographs has matched exceptional mechanisms with quintessential British style. *The essence of Britain. Made in Switzerland by Breitling.* No one was better placed to embody this inimitable blend of elegance and luxury, originality and true class than David Beckham, the icon who has become the ultimate symbol of British style.

The star notably appears in the visual of the new advert shot in the Californian desert by Anthony Mandler. This dark, original and striking portrait reflects the entire Breitling *for* Bentley spirit. "My aim was to make Beckham a hero: a strong, masculine figure", comments the famous American photographer. "I wanted to take the strongest elements of Breitling communication and associate them with the strongest aspects of David's image and personality."

Destined for the long haul, the partnership between Breitling *for* Bentley and David Beckham is based on a long-established mutual admiration. "I was among the first to acquire a Breitling *for* Bentley chronograph", says Beckham. "I love the combination of a high-performance 'engine' reflecting Swiss excellence and a powerful design. I have been a long time admirer of Breitling and its heritage."