

CASE STUDY: BREITLING

Creating unique space and event solutions

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CLIENT

Breitling was founded in 1884 and has an esteemed reputation surrounding watch making. The company was one of the first to introduce a wearable watch in 1914 and has been a leading innovator within their industry ever since. From their classic models such as the well-known 'Navitimer', to their modern creations, Breitling's product portfolio features watches suitable for any eventuality, from air and land to sea and space.

EVENT

Royal International Air Tattoo 2023

GOAL

To create a striking hospitality facility that aligns with the Breitling brand to showcase their latest watch collection.

SOLUTION

Showplace provided one 12m and two 6m Moda structures to create the desired layout. The structures were fitted with striking tension fabric graphics that align with the aesthetic of the Breitling brand and display cases were arranged to showcase the watches to attendees. Bespoke lighting fixtures were installed and branded, integrated flags were fitted directly to each corner of the external structure.

Breitling provided their own furniture to cater for specialist activities within the structure such as watch consultations, fittings and measurements.

RESULTS

1. Successful event

Breitling reported that the Royal International Air Tattoo was a resounding success and that guests enjoyed their time interacting with their products in the structure.

2. Positive feedback

Breitling were pleased with the final result for their structure and would consider using Showplace's services again for future events.

