

JEWELRY

## Hublot links with Pel for charity auction, live-streamed match

June 2, 2016



*Pel has been a brand ambassador for Hublot since 2013*

By STAFF REPORTS

Swiss watchmaker Hublot is supporting soccer superstar Pel as he auctions 2,000 pieces of memorabilia for a good cause.

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The brand is the title sponsor for the auction "Pel The Collection," which will be held by Julien's Auctions in June. Before the archival items are sold, Hublot is holding a six-day exhibit at the Mall Galleries in London, looking back on the career of its brand ambassador.

### Career highlights

This temporary museum for Pel, birth name Edson Arantes do Nascimento, contains both personal and professional memorabilia, including signed jerseys, medals and trophies. This will cover the athlete's entire career, from his notoriety gained as the youngest player to score a goal in the final game of the World Cup at 17 to his 1,283 goals, a record that still stands today.

He retired in 1977, the only player ever to win three World Cups.

The Mall Galleries will also be the venue for the upcoming auction, being held live from June 7-9. Extending the auction to those not physically at the sale, interested parties can bid online.

Highlights include Pel's Jules Rimet trophy, which is anticipated to fetch \$400,000-600,000, and his medals from his World Cup wins in 1958, 1962 and 1970.



### *Jules Rimet trophy*

A portion of the proceeds will go to Pequeno Principe, a Brazilian children's hospital.

Ricardo Guadalupe, CEO of Hublot, said in a statement, "It's an incredible honor to work with Pel, a great footballer, a great legend and a great man. Since we started collaborating with him in the run up to the 2014 FIFA World Cup, he has demonstrated incredible grace and charm, and we are proud to call him our friend.

"We are also delighted to be sponsoring the Pel The Collection auction and look forward to hosting an event that will be followed by both Pel and Hublot fans all over the world."

While Pel may have retired, he is getting back into the game for one night in a live-streamed match. Two newly created teams will face off on June 9, bringing Pel and Diego Maradona together for the first time.

These efforts lead up to the UEFA European Championships, of which Hublot is the official watch.

Swiss watchmaker Hublot is reaffirming its love of soccer through a series of portraits of some of the game's key players.

Tied to the brand's partnership with the 2016 UEFA European Championship, the new Hublot Loves Football campaign asks the soccer stars, "What is Your Euro Moment?" As the self-described first luxury watchmaker to invest in soccer, this campaign enables Hublot to commemorate its 10-year affiliation with the sport and look forward to more collaborations ([see story](#)).