

SPORTS

## Luxury gets into the game with UEFA Euro 2016 efforts

June 10, 2016



*Yoox Soccer Couture t-shirts by Peter Pilotto*

By STAFF REPORTS

With the UEFA European Championship kicking off June 10, a number of luxury labels showed their excitement for the soccer tournament.

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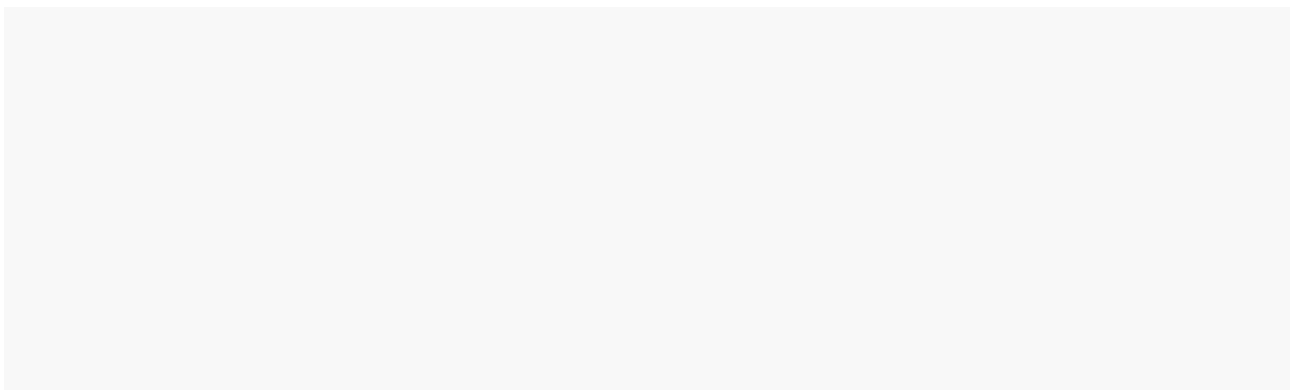
Creating special collections that allow consumers to show their pride for their favored team or simply their love of the sport, luxury players including Hublot and Yoox got in on the action. Coming together over sporting events allows brands to connect with their audience around shared hobbies.

Goal oriented

Yoox and SEPP magazine invited 10 designers to create a capsule collection of sweatshirts and t-shirts inspired by the team from their home country. Available online from June 10, YooxSoccerCouture includes styles by Paul Smith, Dries Van Noten, Nina Ricci, Peter Pilotto, J.W. Anderson and Marni.

The retailer is also launching a humorous campaign to #SaveTheGirlfriend, speaking to women who prefer shopping to soccer. In a video, a group of men is shown reacting strongly to the match they are watching when their screams are interrupted by a woman, whose shopping bag addition has given her a reason to celebrated.

Yoox is telling those whose favorite sport is shopping to share the post with their friends.



During #EURO2016, have a 90-minutes session of shopping online at @yoox. Score more than one stylish goal and team up with your friends: #savethegirlfriend!

A video posted by YOOX.COM (@yoox) on Jun 10, 2016 at 8:00am PDT

Hublot, which is the official watch of the championship, has created a series of watch straps featuring the jersey colors of the top participating teams, including England, France, Germany, Italy, Portugal, Spain and Switzerland.

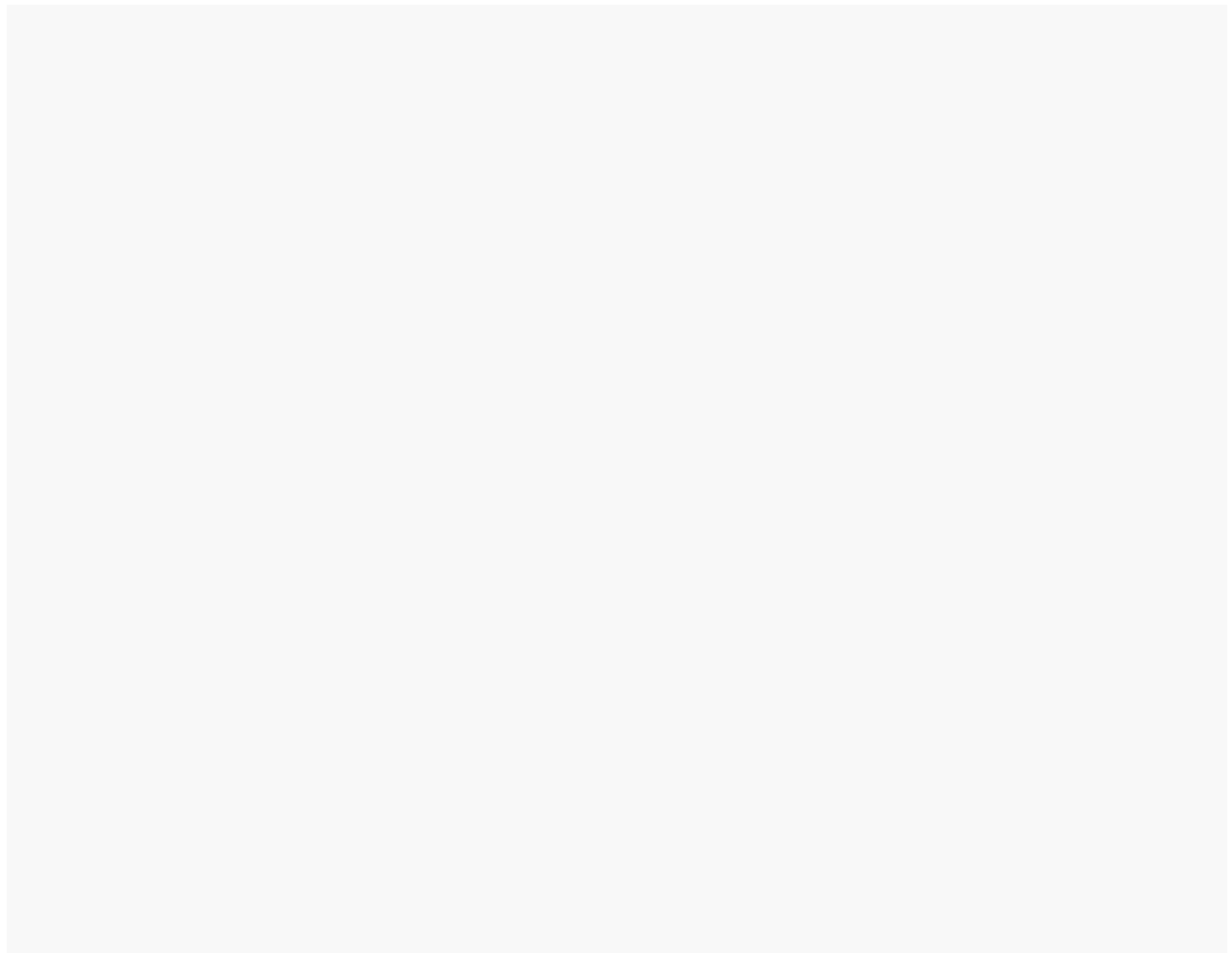


*Hublot UEFA Euro 2016 straps*

Leading up to the tournament, the Swiss watchmaker reaffirmed its love of soccer through a series of portraits of some of the game's key players ([see story](#)).

Hublot was also the title sponsor for the auction "Pel The Collection," which will be held by Julien's Auctions on June 7-9. Before the archival items were sold, Hublot held a six-day exhibit at the Mall Galleries in London, looking back on the career of its brand ambassador ([see story](#)).

Berluti has dedicated its store window displays to the competition, featuring its new collection of soccer balls made in Venezia leather.



GAME ON! ?? Reveal of our new #FW16 Window Displays just in time for the opening of the UEFA #Euro2016 ?  
Featuring the new #Berluti soccer ball in Venezia leather

A photo posted by BERLUTI (@berluti) on Jun 10, 2016 at 7:56am PDT

For the occasion, the label has also teamed up with Bonzini on a luxe foosball table, allowing consumers to play their own tabletop soccer game in style.

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