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Hublot hosts luxury tailgate to celebrate New York Giants partnership

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Hublot Loves Football event for the New York Giants

By STAFF REPORTS

Swiss watchmaker Hublot is showing that it has love, even for American football, with a newly inked partnership with the New York Football Giants.

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As part of its Hublot Loves Football efforts, the watchmaker has teamed with the National Football League's New York Giants as the iconic club's official timekeeper. To kick off its new role, Hublot invited friends of the brand and team for a "luxury tailgate" under the Empire State Building Sept. 20, fresh off the Giants' win over the New Orleans Saints.

Gmen style

Held under a Hublot Loves Football marquee, watch enthusiasts, football fans and players alike gathered for libations provided by AnheuserBusch InBev and Hennessy and Blue Smoke barbecue by Danny Meyers. The venue was lined with classic cars and footage of vintage Giants games was projected on the sides of neighboring buildings, to create a luxury tailgate experience.

In addition to celebrating Hublot becoming the official timekeeper of the Giants, the event was held to unveil its latest ambassador-fronted collaboration.



Hublot's luxury tailgate event in honor of the New York Giants

New York Giants' wide receiver and style icon Victor Cruz worked with Hublot to co-design the Classic Fusion Aerofusion Limited New York Edition. The special-edition timepiece, featuring an open-face design Mr. Cruz suggested, is made in titanium and king gold.

The timepiece was inspired by vintage football imagery, with the New York Giants' throwback logo positioned on the watch case back. For the strap, Hublot and Mr. Cruz selected a "pebbled pigskin" leather to further the pieces association to football.

Presented in a full-size New York Giants helmet signed by Mr. Cruz, the Classic Fusion Aerofusion is initially limited to 40 pieces in titanium, and only 10 in king gold. The watches will retail at Hublot's Fifth Avenue and Madison Avenue shops.



Hublot's New York Giants Classic Fusion Aerofusion

In its timekeeping role, Hublot will be visible during Big Blue game days, within team media, custom events and hospitality as well as Giants lifestyle content. At MetLife Stadium, as the Giants take to the field and during Giants' timeouts, Hublot video will be played on the stadium's screens and be sponsored by the watchmaker during home games.

"We are thrilled to announce our collaboration with the iconic New York Giants – an exciting addition to our long-standing history with the world of professional sports – especially global football," said Jean-Francois Sberro, managing director of Hublot of America said in a statement.

"Hublot was the first luxury brand to ever partner with a European football team and then an American football team, commencing with the Dallas Cowboys in August 2014, and we are thrilled to be the first luxury watch brand to partner with the New York Giants as we continue to strive to Be First, Be Different and Be Unique," he said.

As it happens, the Dallas Cowboys are the New York Giants' longtime division rival.

Hublot also created themed timepieces for its partnership with the Dallas Cowboys and will likely attract serious fans of the team. The partnership added to Hublot's involvement in professional athletics and will likely direct a slightly different sporting audience toward the brand's products ([see story](#)).

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