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Hublot starts the clock for 2018 FIFA World Cup

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Hublot Loves Football logo for 2018 FIFA World Cup in Russia. Image credit: Hublot

By STAFF REPORTS

Swiss watchmaker Hublot is one year out from its official timekeeping duties at the 2018 FIFA World Cup in Moscow.

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To kick off the 365-day countdown until the start of the international football tournament, Hublot chose June 16 as the best moment to open its Moscow boutique. Given that Russia is the host of the 2018 FIFA World Cup, the world's attention will be focused on the market, giving Hublot a boost in visibility in the process.

Counting down

Hublot also opened its Moscow storefront on June 16 as Moscow's Red Square plays host to the FIFA Confederations Cup June 17 through July 2.

The watchmaker's new boutique is located within the Metropol building and was inaugurated by Ricardo Guadalupe, CEO of Hublot, and Philippe Le Floc'h, chief operating officer of FIFA. The boutique's ribbon-cutting ceremony was timed to the sound of a whistle, furthering Hublot's dedication to the sport.

As official timekeeper and watch of FIFA, Hublot introduced a Big Bang watch on June 16 to represent its participation at the FIFA Confederations Cup. The watch strap features the colors of the eight nations participating in the tournament.



Football great and FIFA World Cup legend Pel joined Hublot's CEO for the countdown. Image courtesy of Hublot

Next year, June 14 through July 15, Hublot will celebrate all things "Planet Football" while the world turns its attention to Russia for the 2018 FIFA World Cup.

Hublot began its promotions for the 2018 FIFA World Cup all the way back in 2015.

In Sept. 2015, Hublot drew attention to its position as official timekeeper and watch of the FIFA World Cup with the debut of a large scale countdown clock.

Unveiled exactly 1,000 days before the tournament, the display in Moscow's Manezhnaya Square features a Hublot clock which will tick down the minutes until the competition begins. Having a placement aside from the scoreboards at the stadium will reinforce the brand's attachment to the event ([see story](#)).

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