

JEWELRY

Tag Heuer expands soccer alliances to France

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Tag Heuer is now the official timekeeper and official watch of France's Ligue de Football Professionnel. Image credit: LVMH

By STAFF REPORTS

Swiss watchmaker Tag Heuer is further fusing its brand with football through a new partnership with France's Ligue de Football Professionnel.

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Following similar alliances with leagues in Germany, Britain, Spain and more, the brand has become the official timekeeper and official watch of the French league's competitions. As with many other European nations, football is a popular sport in France, making this sponsorship a means to raise Tag Heuer's profile with a substantial number of fans.

Soccer goals

Ligue de Football Professionnel organizes the Ligue 1 Conforama, the Coupe de la Ligue and the Trophe des Champions.

France's Ligue 1 Conforama is a contest between 20 top men's soccer teams. In addition to being broadcast on French television, the games have airtime on stations throughout the world, including the United States, Africa, Brazil and Asia.

The partnership was announced during the Trophe des Champions as AS Monaco and Paris Saint Germain played for the title on July 29.



Didier Quillot, CEO of French Ligue de Football Professionnel and Emelie de Vitis, general manager France, Belgium and Luxembourg at Tag Heuer, celebrate the new partnership. Image credit: LVMH

Tag Heuer launched a strategy to link its brand to soccer in 2014, when it became the partner of the Manchester United football club.

At the time, Tag Heuer CEO and LVMH watch division president Jean-Claude Biver said in a statement, "Football is an extremely popular sport around the world. The World Cup has the biggest TV audience in the world, ahead of the Olympics. So this is a sport that has great impact for a brand.

"But it's not only popular' in terms of the number of followers, but also because of its broad reach. Men, women, the young, the not so young, students, entrepreneurs football reaches everyone, without distinction. The world of luxury was thus already very much present, which explains our commitment in this sport. What's more, through football we reach not only today's customers, but also the customers of tomorrow by engaging with all the young people who follow the sport."

He also noted that as a luxury brand, Tag Heuer faces less competition in soccer from its peers than it would in more traditionally affluent sports such as polo or golf. This has allowed it to carve out territory through sponsorships.

Among Tag Heuer's partnerships are the United States' Major League Soccer, the Asian Football Confederation, the English Premier League, Germany's Bundesliga and Caltex Socceros, Australia's national team.

For instance, Swiss watchmaker Tag Heuer is assisting in timekeeping efforts of Premier League referees during the upcoming football season.

Starting in 2017, every Premier League referee will wear a Tag Heuer Connected timepiece during football matches. Tag Heuer has developed a new app for its Connected watch that was developed in close partnership with Premier League officials, ensuring the performance of the device ([see story](#)).

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