

JEWELRY

Hublot welcomes celebrated golfer as brand ambassador

August 16, 2017



Hublot sponsors a number of golf events. Image credit: Hublot

By STAFF REPORTS

Swiss watchmaker Hublot is adding to its athletic arsenal of ambassadors with the appointment of professional golfer Patrick Reed.

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Mr. Reed, nicknamed on the golf circuit as "Captain America," was appointed a Hublot ambassador during a VIP cocktail event hosted at The Woodlands Country Club in Houston, TX. Golf is an appropriate sports alignment for a luxury brand due to the cost to play at prestigious courses and the lifestyle associated with the game.

A hole in one

During the event announcing his appointment, Mr. Reed wore a Hublot Big Bang Unico Titanium timepiece from his private collection. When selecting an ambassador it is important that the individual is an authentic representation of the brand and its values.

At only 27-years-old, Mr. Reed is one of golf's most-respected players. Mr. Reed is celebrated as the United States' leading point scorer in both the Ryder Cups he has participated in. He is also the youngest winner of the WGC-Cadillac Championship and only the fifth golfer to win three PGA Tour titles before turning 24 years old.

Mr. Reed's compatriots and peers have nicknamed him Captain America for his competitiveness, patriotism and team spirit on the course.



Patrick Reed is an accomplished golfer, despite being only 27 years old. Image credit: Hublot

"It is an honor to add another world-famous professional golfer to our esteemed roster of brand ambassadors, all of whom are inspirations to both Hublot and our clients," said Ricardo Guadalupe, CEO of Hublot, in a statement.

"Patrick's astounding achievements through his perseverance and commitment to his celebrated career have made him a great fit for Hublot, and we look forward to this exciting partnership," he said.

Hublot also counts the fastest man alive Usain Bolt and football legend Pel ([see story](#)) as brand ambassadors.

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