

JEWELRY

Hublot teams with Eli Manning to debut Giants-inspired watch

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Hublot's Classic Fusion Chronograph New York. Image courtesy of Hublot

By STAFF REPORTS

Swiss watchmaker Hublot is extending its relationship with the New York Giants by partnering with the football team's captain Eli Manning.

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As part of a multi-year position as the Giants' official watch and timekeeper, Hublot has named Mr. Manning its latest ambassador. The quarterback joins a number of other sports stars who are faces of Hublot, including soccer legend Pel, basketball player Dwyane Wade and sprinter Usain Bolt.

Football face

Hublot is currently in the second season of its Giants partnership. This includes placement in team media, events and Giants Lifestyle content.

At the team's home games, a Hublot Countdown to Kick-off film plays before the Giants take the field at MetLife Stadium, and the brand also sponsors timeouts taken by the Giants' coach. Game day placement also includes clocks in club and suite areas within the stadium.

In honor of this affiliation, the watchmaker is launching a special timepiece, the Classic Fusion Chronograph New York.

Paying homage to the Giants' blue, the watch includes the hue on the dial, caseback and strap. The strap is made of pebbled leather, intended to resemble the texture of a football.

The watch was produced in a limited run of 22. Available at Hublot's Madison Avenue and Fifth Avenue stores, the timepiece comes in a commemorative box.

To mark the watch's debut, Hublot hosted a private dinner for clients, friends of the brand and media. Held at New York's Metropolitan Club, the event included a cocktail hour to allow guests to mingle with Mr. Manning and his teammates, including Evan Engram, Devon Kennard and Zak DeOssie.



*Devon Kennard, Evan Engram, Eli Manning, Jesse Palmer and Zak DeOssie attended Hublot's event on Dec. 18.
Image courtesy of Hublot*

Among the attendees was Jesse Palmer, the former Giants player and a friend of Hublot.

Hublot created its version of a "Champions Club," with jazz musicians, billiards and a photographer taking vintage-inspired portraits. The space was also outfitted with branded holiday decorations.

In August, Hublot added to its athletic arsenal of ambassadors with the appointment of professional golfer Patrick Reed.

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 ([see story](#)).