

JEWELRY

Ulysse Nardin takes watches on tour with tennis exhibition

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Elina Svitolina at the tournament. Image credit: Ulysse Nardin

By STAFF REPORTS

Swiss watch brand Ulysse Nardin has continued its partnership with some of the biggest stars in tennis with the latest iteration of its Tie Break Tens exhibition tournament, the first to be held on U.S. soil.

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The event was hosted at Madison Square Garden in New York and saw some of the best women players in the world coming together for a single tournament. Ulysse Nardin has capitalized on the sport's popularity in other tournaments around the world and has now brought the event to the U.S.

"Tie Break Tens is first and foremost a chance to face off against the best female players in the world, in such an exciting and iconic venue like Madison Square Garden," said tennis player Elina Svitolina in a statement. "This ultra dynamic way of playing is always a challenge, but my competitive spirit and drive give me wings.

"I'm proud to wear Ulysse Nardin's colors. I think every top-tier athlete has a watchmaker that's near and dear to their heart," she said. "Self-control, a perfect mastery of time and a love for perfection. Whether on the tennis court or in the world of fine watchmaking, it's always a question of precision, mastery and the beauty of movement and performance."

Exhibition match

Ulysse Nardin's Tie Break Tens initiative is a touring exhibition tournament of some of the top tennis players in the league meant to bring the sport to more people around the world as well as serve as advertising for the brand's luxury watches.

After a successful event in Australia last week, the tournament made its way to New York City this week for a women's competition at Madison Square Garden.

Among the highlights was Ukrainian rising star Elina Svitolina, who beat the Chinese champion Shuai Zhang in the final.

Ms. Svitolina has become a brand ambassador for Ulysse Nardin and prominently wore one of the brand's watches, the Classico Jade, during the tournament.



Tennis player Serena Williams. Image credit: Lincoln

The luxury industry has always had a close relationship with tennis. For example, U.S. automaker Lincoln recently tapped an emotional bond while mirroring its capability to multitask and exude an opulent experience through its latest ambassador.

To celebrate the new design of its most prestigious vehicle, Lincoln is working with tennis player Serena Williams in a multifaceted digital campaign. Ms. Williams is a true loyal customer of the Lincoln navigator, and the automaker is sharing her personal story of how the car has supported her lifestyle while remaining a piece of luxury ([see story](#)).

"I'm very excited to be renewing our partnership with Elina," said Patrick Pruniaux, CEO of Ulysse Nardin. "We need someone like Elina determined, ambitious and a leader to help us capture the fresh and audacious youth of today."

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