

JEWELRY

Hublot recruits soccer legends for World Cup campaign

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Diego Maradona is one of many soccer superstars recruited for Hublot's new campaign. Image credit: Hublot

By DANNY PARISI

With the FIFA World Cup only a few weeks away, Swiss watchmaker Hublot is celebrating its love of soccer with a new campaign featuring some of the sport's greatest players.

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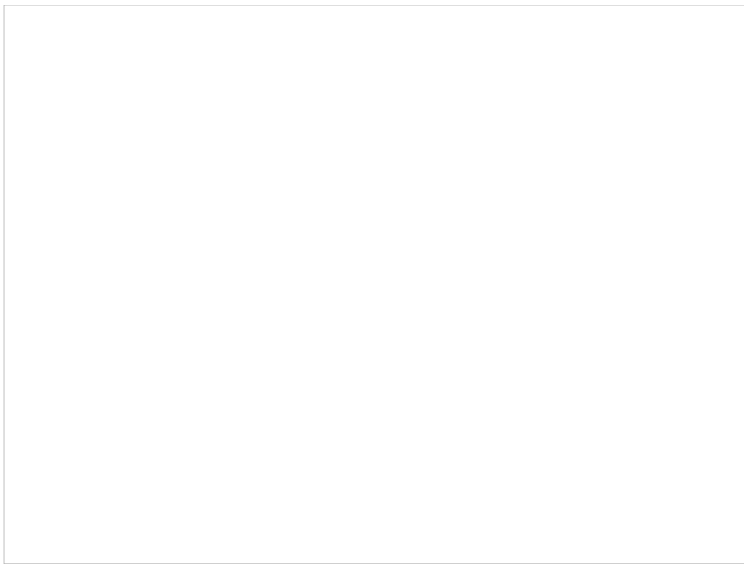
Hublot has recruited legends such as Pelé and Diego Maradona as some of the faces of its latest campaign, called "Hublot Loves Football." As the World Cup tournament's arrival becomes imminent, Hublot is hoping to capitalize on one of the most widely watched events in the world.

World Cup 2018

Four years after Germany took home the cup in Brazil, the World Cup is returning. This year's competition will be held in Russia.

The month-long soccer tournament is one of the most watched events in the world, routinely bringing in billions of viewers as the best teams from around the world compete for glory.

Hublot is the official timekeeper for this year's event, and the brand is leaning into its exclusive position.



Brazilian soccer player Pelé. Image credit: Hublot

In a new campaign called Hublot Loves Football, the watchmaker has recruited some of the most famous names in soccer history to be brand ambassadors. Diego Maradona, the legendary Argentine player renowned for scoring the “Goal of the Century” against England in the 1986 World Cup, joins fellow soccer icon Pelé and Manchester United manager José Mourinho as part of the campaign.

In the campaign, a portrait series marries photos of the athletes and soccer icons with inspirational quotes from each of them about what the game means to them. A short video series echoes this theme, with clips of Mr. Maradona speaking about the spirit of competition and hard work that made him such a great athlete.

Hublot Loves Football

Last year, to kick off the 365-day countdown until the start of the international football tournament, Hublot chose June 16, 2017 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.

Hublot opened its Moscow storefront as Moscow’s Red Square played 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 ([see story](#)).



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

Hublot has most recently set its sights on working with other brands around Europe.

For instance, Hublot is building on its existing relationship with Italia Independent through a licensing deal for eyewear.

After partnering on limited-edition designs such as chronographs and sunglasses, Italia Independent and Hublot are making more of a push into collaborative eyewear. The first licensed eyewear collection will launch in September ([see story](#)).

With the World Cup on its way, Hublot's year-long countdown and marketing efforts will finally pay off. As a sponsor for one of the most hotly anticipated events in the world, Hublot is in a unique position to take advantage of the World Cup's ubiquitous popularity.

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