

JEWELRY

Asprey creates silver shield trophy for Soccer Aid charity match

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The Asprey Shield was presented at 10 Downing Street. Image credit: Asprey

By STAFF REPORTS

British luxury brand Asprey is working together with UNICEF and Soccer Aid to create the one-of-a-kind trophy for the winners of the annual charity match.

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Soccer Aid is organized by UNICEF and pits teams against each other for charity, raising money and awareness for some of the world's poorest communities. Asprey will design a silver shield that will go to the winners of the charity match.

Soccer Aid

Soccer is one of the most widely watched sports in the world. Its popularity spans across all continents and touches billions of lives.

For that reason, soccer also has the ability to help raise awareness and make a real difference in the world's problems. Asprey has teamed with UNICEF for just such a project.

UNICEF hosts the Soccer Aid charity match, a yearly exhibition match between the British national team and a guest team made up of celebrities and athletes from inside and outside the world of soccer.

This year, Olympic track star Usain Bolt will lead the World XI team against England for the silver shield trophy created by Asprey.



The Asprey Shield. Image credit: Asprey

The brand created the shield with the help of its Master Silversmiths in its Mayfair workshops.

As the World Cup inches closer, many luxury brands are getting into the soccer mood.

For example, Swiss watchmaker Hublot is celebrating its love of soccer with a new campaign featuring some of the sport's greatest players.

Hublot has recruited legends such as Pel 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 ([see story](#)).

Another Swiss watchmaker, Tag Heuer, is continuing its commitment to sports by following three young footballers from London as they attempt to break through into the high-stakes world of professional soccer.

The three-part video series is filmed in a documentary style, following the three men as they make their way to the prestigious Leipzig Academy in hopes of a successful soccer career, capturing their struggle with their talent along the way. Tag Heuer has made sports one of its most prominent sponsorships, especially when it comes to soccer ([see story](#)).