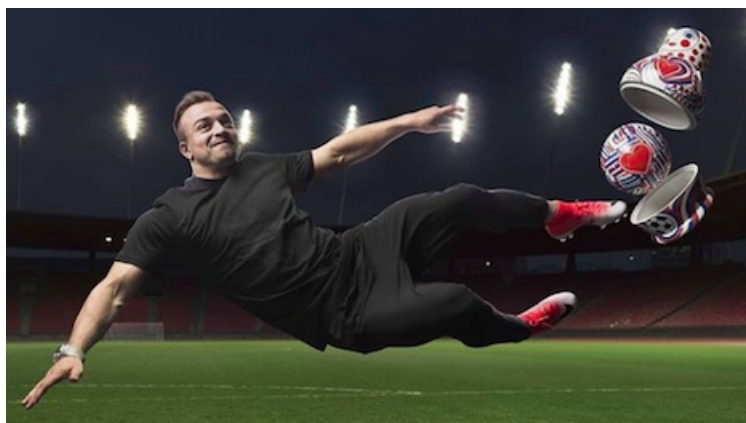


SPORTS

Luxury embraces football fever with World Cup efforts

June 19, 2018



Hublot Loves Football campaign. Image credit: Hublot

By SARAH JONES

In honor of the 2018 FIFA World Cup in Moscow, luxury brands are getting in on the game with soccer-themed activations.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Being held until July 15, the World Cup will see billions of viewers tuning in from home around the globe. Responding to football fever, labels including Hublot, Louis Vuitton and Aston Martin are appealing to the spirit of competition and national pride with special products, events and marketing.

"Sports, like luxury, thrive on emotion," said Chris Ramey, president of [Affluent Insights](#), Miami, FL. "The opportunity for global brands to tap into the world's most watched sporting event is powerful."

Goal

The World Cup kicked off June 14. Throughout the course of the month-long tournament, 32 teams will face off on the field.

Getting into this competitive mindset, British automaker Aston Martin decided to go head-to-head with rival German car manufacturer BMW. The friendly competition, which mirrored the rivalry in soccer, pitted the brands' drivers against each other in a penalty shootout.

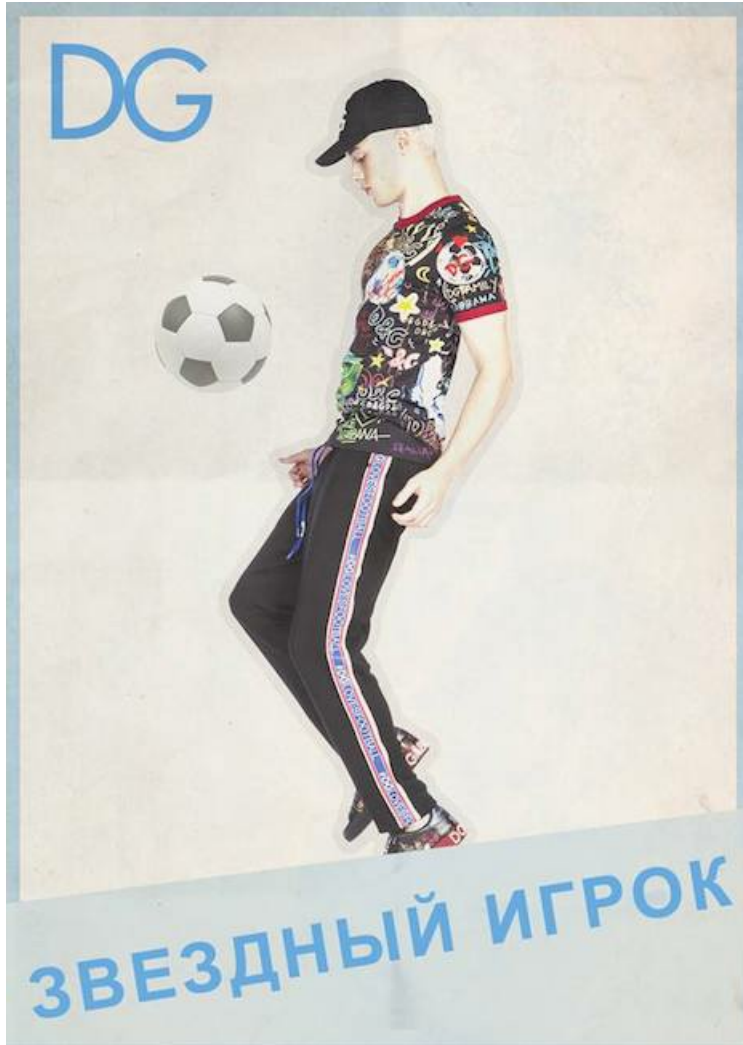
World Cup Fever! England vs. Germany - Aston Martin vs. BMW

Louis Vuitton is also speaking to national pride with a new collection. The French fashion label is leveraging its customization capabilities to commemorate the tournament.

Taking its existing partnership with the World Cup further, Louis Vuitton is letting soccer fans mark the event through a new licensed leather goods collection. For the third time, the brand will also help safely transport the trophy to Moscow ([see story](#)).

Dolce & Gabbana is also debuting a new collection themed around the World Cup. Exclusively available in the brand's Russian stores, the [#DGLovesFootball](#) collection includes illustrations of soaring soccer balls and graffiti-

style writing.



#DGLovesFootball collection. Image credit: Dolce & Gabbana

Also blending fashion and football, retailer Mr Porter invited Mundial Magazine's editors to contribute to its online content site. The resulting feature imagined what some of the most iconic figures from past World Cups would be wearing today.

Swiss watchmaker Hublot is similarly 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." Hublot is hoping to capitalize on one of the most widely watched events in the world ([see story](#)).

As the official watch and timekeeper of the competition, Hublot has also released a connected watch for the event. The Big Bang Referee 2018 FIFA World Cup will be worn by all of the referees throughout the tournament. Through the device, these judges will be able to view video footage from the goals, helping them to determine whether a team scored.

Hublot's Big Bang Referee 2018 FIFA World Cup Russia

Hublot's watch will also be available to those who are following the competition in less of an official capacity, offering notifications of when games are starting and marking each goal with a vibrating alert.

While many brands are allowing fans to better follow the games, Printemps is letting consumers become the competitors. In-store events will include foosball games and a FIFA 18 video game tournament.



Printemps is hosting foosball tournaments during the World Cup. Image credit: Printemps

Game face

Beyond the World Cup, luxury brands often link with the sport of soccer due to its global appeal.

For instance, Swiss watchmaker Tag Heuer continued 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 was 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](#)).

Global competitions are vehicles for luxury brands to reach a tuned-in audience.

The Diamond Producers Association paralleled the making of its diamonds to the training lifestyle of an Olympic athlete in a topical campaign.

In a bid to coincide with important cultural events, DPA partnered with the NBCU Content Studio in the creation of its Olympics campaign. Throughout the Games' coverage, the organization debuted three videos dedicated to various athletes' stories and how their rise to success is similar to the making of a diamond ([see story](#)).

"Sporting events are fertile ground for matching values, a pillar of luxury," Mr. Ramey said. "Brands can reinforce from whence they come without alienating others.

"The World Cup provides a brand a timeless sense of presence and power," he said.