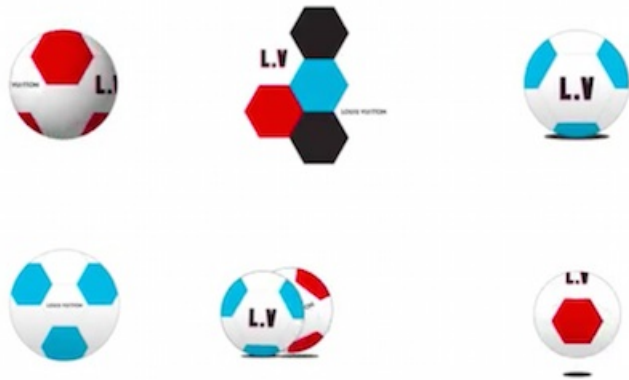


APPAREL AND ACCESSORIES

Louis Vuitton celebrates World Cup with animated stickers, licensed leather goods

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Louis Vuitton's latest campaign is themed around the World Cup. Image credit: Louis Vuitton

By STAFF REPORTS

French luxury group Louis Vuitton is celebrating the FIFA World Cup with a few new features, including iMessage stickers for download through the LV mobile application, a trophy travel case and an official match ball collection trunk.

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The various products are a testament to the importance of soccer in European culture and how it extends to every economic level in the continent. Louis Vuitton's embrace of the most watched sporting event in the world is emblematic of soccer's place in global culture.

World Cup

The FIFA World Cup this year has been a shocker with highly favored teams such as Germany being eliminated early and underdogs coming out on top with shocking upsets.

The unpredictability of the game has made the World Cup one of the most popular sporting events in the world, with billions of viewers tuning in.

Louis Vuitton is capitalizing on this popularity with a number of new projects themed around the tournament.

First, the company is offering animated stickers of soccer balls with Louis Vuitton branding for users to send to each other through iMessage on their Apple devices.

Louis Vuitton is also offering licensed products themed around the tournament. For example, an official Match Ball Collection Trunk made by Louis Vuitton is being offered as well as a leather trophy travel case ([see story](#)).



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

Louis Vuitton is not the only luxury brand embracing the World Cup. A few weeks before the tournament, Swiss watchmaker Hublot began 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 continues, Hublot is hoping to capitalize on one of the most widely watched events in the world ([see story](#)).

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