

WATCHES AND JEWELRY

Luxury watchmakers celebrate US Open with new partnerships

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Serena Williams' coach Patrick Mouratoglou collaborated with Zenith on a new exclusive timepiece. Image courtesy of Zenith

By LUXURY DAILY NEWS SERVICE

Luxury watchmakers Hublot and Zenith are garnering excitement for the U.S. Open tennis tournament with some familiar faces.

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Zenith collaborated with tennis icon Patrick Mouratoglou, who has coached Serena Williams since 2012, on an exclusive Defy 21 Patrick Mouratoglou edition timepiece which features the same composite material used in professional tennis racquets. Meanwhile, Hublot has tapped Serbian tennis star Novak Djokovic as its newest brand ambassador ahead of the New York City tournament.

"We are particularly honored to have the great Novak Djokovic join our beautiful Hublot family," said Ricardo Guadalupe, CEO of Hublot, in a statement. "He is a player who makes tennis history by being unique, first and different, which is exactly our motto."

Serving up collaborations

Mr. Djokovic joins Hublot as an ambassador alongside legendary sports figures including Pel, Kylian Mbapp, Usain Bolt and Dustin Johnson.

The tennis icon has won 85 singles titles on the ATP circuit, including 20 Grand Slams, five Masters and 36 Masters 1000, as well as an Olympic bronze medal.



Novak Djokovic is the newest face of Hublot. Image credit: Hublot

He is the only male player in the Open era to have won all four Grand Slam titles at least twice.

During this year's U.S. Open tournament, Mr. Djokovic will attempt to win his 21st title, breaking the men's all-time record for Grand Slam victories.

In its announcement, Hublot said the Serbian athlete shares many similarities with the brand, but most notably the pursuit of excellence.

Luxury has maintained a steady presence in the world of professional tennis, from player collaborations to event sponsorships.

Earlier this year, Swiss watchmaker Tag Heuer enlisted tennis champion Naomi Osaka as its newest ambassador as the brand aimed to move in a younger and more diverse direction. Ms. Osaka, who has grown into an activist role, appeared in a new film for the watchmaker.

The vignette showed how the elite athlete embodies Tag Heuer's ethos of passion and precision ([see story](#)).

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