

WATCHES AND JEWELRY

Hublot heads countdown for 2022 FIFA World Cup

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The clock will stand on the Qatar capital Doha's Comiche Fishing Spot. Image credit: Hublot

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker **Hublot** is excitedly preparing for the 2022 FIFA World Cup in Qatar, unveiling the official countdown clock.

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The countdown began on Nov. 23, with a kickoff from French FIFA World Cup winner and friend of the brand Marcel Desailly, celebrating the one-year mark until the tournament begins on November 21, 2022. For the fourth time, the Swiss watchmaker will be the official timekeeper for the tournament.

"The world will be brought together during the FIFA World Cup Qatar 2022 in a festival of football like never before," said Ricardo Guadalupe, CEO of Hublot, in a statement.

"Football, or soccer as it's known in the United States, is such a beautiful, intricate game that brings pleasure and sometimes pain to billions of people around the globe," he said. "The discipline of mechanical watchmaking is a perfect fit...Hublot loves football!"

Hublot, friend of football

Hublot has worked to become a key figure associated with the sport of football.

In 2006, the watchmaker became the first luxury company to enter football.



The 2020-21 season Premier League 4th Referee Board by Hublot. Image courtesy of Hublot

It first timed the FIFA World Cup in South Africa in 2010, then timed in Brazil in 2014 and in Russia in 2018.

As official timekeeper and watch of FIFA in 2018, Hublot introduced a Big Bang watch June of that year to represent its participation at the FIFA Confederations Cup. The watch strap featured the colors of the eight nations participating in the tournament ([see story](#)).

The current countdown clock will stand on the Qatar capital Doha's Corniche Fishing Spot, a picturesque pier which overlooks

Hublot currently has partnerships and timekeeping responsibilities with the UEFA European Championships (also known as the Euros), the UEFA Champions League and the Premier League.

Hublot is also the official watch of several football clubs including Juventus, Chelsea, AFC Ajax and Benfica.

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