

JEWELRY

Hublot targets sports-centric consumers with new athletic timepiece

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The Hublot Big Bang E Fifa WC Qatar 2022 watch is incredibly customizable and offers dozens of different strap colors. Image credit: Hublot

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Swiss watchmaker Hublot is debuting a new timepiece with brand ambassador Kylian Mbappe as the face.

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As an athlete who epitomizes excellence and dedication to his craft, Mr. Mbappe was a logical choice to represent the Hublot Big Bang E Fifa WC Qatar 2022 watch, which was crafted with football fans in mind. He is the human embodiment of Hublot's philosophy to "Be First, Different and Unique."

A sports-centric timepiece

Mr. Mbappe is a French professional football player and is considered one of the top players worldwide. He plays as a forward for Ligue 1 club Paris Saint-Germain and the France national team.

He joined Hublot as a brand ambassador in March of 2022, further cementing the brand's historic dedication to sports and athletics. Beyond sponsoring iconic fights such as the Floyd Mayweather match against Manny Pacquiao, Hublot is also the official timekeeper for the FIFA World Cup and Women's World Cup, plus all the major UEFA competitions including the Champions League and Europa League.

The "Hublot Big Bang E Fifa WC Qatar 2022" campaign film

Hublot's release of the multi-award-winning Big Bang watch in 2005 forged the path for new flagship collections such as the Classic Fusion and Spirit of Big Bang. The Big Bang e FIFA World Cup Qatar 2022 is a third-generation connected watch in Hublot's collection.

The 44 millimeter watch offers greater features and capabilities than its predecessors such as a larger high-definition screen and a coordinated dedicated football app. The new timepiece is priced at \$5,800.

And for consumers who double as fintech enthusiasts, for online orders Hublot is now accepting cryptocurrencies as payment with BitPay, up to \$30,000 per transaction.

This watch is ideal for sports fanatics and consumers living a stylish and active lifestyle

The timepiece is the epitome of Swiss watchmaking with the added benefit of modern day electronics. The official

version has a burgundy dial and a black and burgundy lined rubber strap inspired by the flag colors of the State of Qatar, the FIFA World Cup 2022 host country.

In the interest of personalization, consumers will also be able to select dial and strap designs in the colors of each of the 32 participating countries.

The watch is composed of micro-blasted and polished black ceramic and black titanium and rests on a rubber strap. It includes features such as a power reserve of one day, water resistance up to 30 meters and anti-reflective sapphire crystal.

Quirky collaborations

When it comes to special-edition timepieces Hublot draws inspiration from athletics and unrelated sectors such as cryptocurrency ([see story](#)). The watchmaker introduced the Big Bang Unico Ledger, a timepiece launched in collaboration with crypto and digital asset platform Ledger, in February of this year.

The Swiss watchmaker also unveiled an exclusive new timepiece made in collaboration with French-Algerian musician William Sami tienne Grigahcine, who is better known as his stage name DJ Snake ([see story](#)).

Having tapped Mr. Mbappe as its latest ambassador, fans are on the edge of their seats trying to guess who the next brand ambassador for the Swiss brand might be. Past brand ambassadors include renowned Chinese concert pianist Lang Lang ([see story](#)) and Italian influencer and entrepreneur Chiara Ferragni ([see story](#)).

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