

SPORTS

## De Bethune shows support for top Wimbledon contender

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*The Swiss watchmaker now calls American tennis player Tommy Paul a friend of the brand. Image courtesy of De Bethune*

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By LUXURY DAILY NEWS SERVICE

Swiss watchmaker **De Bethune** is backing a men's sporting professional as he reaches his first Grand Slam semifinal.

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The house announced its alignment with American tennis player Tommy Paul on day one of Wimbledon. The rising star and chronograph enthusiast, now a "friend of the brand," played in his debut match at the world's oldest and most prestigious tennis competition on Monday wearing a De Bethune original.

Match made at Wimbledon

Framed by an ultralight 39 mm titanium case, the De Bethune DB28 LTC dial's design reflects the tournament's colors of green and purple.

Known for an aggressive baseline game and quick thinking at the net, the luxury sponsor's subject broke into a globally-recognized top 20 spot at the start of the year after a performance that qualified the athlete for both his first Grand Slam semifinal and first ATP 500 final.

Ranked 17th worldwide, Mr. Paul can now add an ambassadorship of sorts to a lengthy list of accomplishments.



*Mr. Paul wears De Bethune's DB28 LTC watch. Image courtesy of De Bethune*

Noting the magnitude of the moment, the brand remains by the talent's side and on his wrist, as the 26-year-old represents the Atelier de la Chronomtrie De Bethune at the Lawn Tennis Championships.

Mr. Paul's model features a purple titanium ring, with miniature tennis courts appearing as hash marks between each hour. A gold-toned titanium 3D tennis ball is situated upon the 12 o'clock mark on a random-guilloch green dial, homaging the very sport in which its wearer partakes.

According to a statement, the company "is honored to be able to encourage and support exceptional athletes who embody the same principles of determination, perseverance and excellence that inspire the employees of the Manufacture in L'Auberson."

The wristwatch and overarching relationship are particularly fitting for the sector, as audiences continue to witness watchmaking and tennis go hand in hand ([see story](#)).

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