

SPORTS

## Hublot enters third-year timekeeping engagement with FIFA Women's World Cup

July 20, 2023



*The FIFA Women's World Cup 2023 will take over fields across Australia and New Zealand, with the luxury horologist on timekeeping duties for the third time. Image credit Hublot*

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Hublot is sponsoring the premiere women's soccer tournament after a multiyear absence.

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Beginning today, the FIFA Women's World Cup 2023 will occupy fields across Australia and New Zealand as the luxury horologist takes up timekeeping duties, marking the brand's third engagement with the competition. With this commitment, Hublot aims to deepen an existing relationship with women's soccer.

"This is the most exciting season in women's football the build-up to the FIFA Women's World Cup," said Ricardo Guadalupe, CEO of **Hublot**, in a statement.

"It brings everyone at Hublot enormous pride to be serving as the tournament's Official Timekeeper," he said. "Hublot will keep track of every minute of every match, feeling every breath, sensing every moment, from first to final whistle."

90 minutes to glory

Having timed the 64-fixtured tournament in 2015 and 2019, Hublot is returning to the sport, supporting Europe's Union of European Football Associations (UEFA) with the European Women's Championship and Women's Champions League rounds, both similarly significant events in the world of professional soccer.

Lexus has also recently committed to women's sports, signing professional golfers Hinako Shibuno of Japan and American-born Amari Avery to sponsorship deals ahead of the 2023 U.S. Women's Open Championship earlier this month ([see story](#)).

FIFA Women's World Cup 2023 is here! Join [@AdaStolsmo](#), Norway international & Hublot Friend of the Brand. As Official Timekeeper, Hublot supports women's football. Get real-time updates on [#BigBangE](#) Gen 3 with FIFA Women's World Cup 2023 app. [#HublotLovesFootball](#)  
[pic.twitter.com/U9vomuDdX](https://pic.twitter.com/U9vomuDdX)

Hublot (@Hublot) July 20, 2023

A grand total of 107 match officials overseeing the games will be equipped with the third generation "Big Bang e" 42 mm smartwatch. The flagship chronograph merges forward design codes with modern technological insights.

Referee versions are exclusive to the officiating group. Watches allow these users to track the number of yellow cards given out, lending the ability to add extra time to the end of each half if need be.

Available for download via the Google Play Store, an app providing easy access to scores and real-time updates accompanies the retail version of the smartwatch.

Hublot will also see several of its "friends of the brand" take to the pitch during the tournament, including French game official Stphanie Frappart, Norway's Ada Hegerberg, Spain's Alexia Putellas and Team USA's Alex Morgan.

"Women's football has come so far and it's growing faster than ever," Ms. Morgan said, in a statement.

"This wouldn't be possible without our fans, supporters and partners who have stood with us every step of the way," she said. "I'm super excited to see Hublot return as the FIFA Women's World Cup 2023 official timekeeper and to be heading to the tournament as a Hublot Friend of the Brand."

"Hublot loves football and we love Hublot!"

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