

JEWELRY

Tiffany & Co. forms first-time partnership with National Women's Soccer League

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The reimagined championship trophy will be awarded on Nov. 11, 2023, at Snapdragon Stadium in San Diego, California. Image courtesy of NWSL

By LUXURY DAILY NEWS SERVICE

U.S. jeweler **Tiffany & Co.** is teaming up with the National Women's Soccer League (NWSL).

Bringing its design chops to the table, the brand has announced that house artisans will be creating an updated championship trophy for the team this season. Marking its sole redesign since the athletic organization began play in 2013, this is the first time that both partners will collaborate, as Tiffany & Co. continues a history of providing major sporting associations with handcrafted accolades.

"This new partnership with Tiffany & Co. is significant not just for our league, but for women's sports as a whole," said Julie Haddon, chief marketing and commercial officer at **NWSL**, in a statement.

"Our ability to partner with iconic brands like Tiffany reinforces the remarkable athletes who play in the NWSL," Ms. Haddon said. "Their influence both on and off the field is deserving of a top-tier trophy and we're grateful to our partners at Tiffany & Co. for their invaluable collaboration in creating a prize befitting the best women's soccer league in the world.

"We look forward to our continued partnership as we collaborate on reimagining the rest of our end-of-year awards, including the NWSL Shield."

Play ball

The reimagined trophy will be awarded at the namesake NWSL Championship on Nov. 11, 2023, at Snapdragon Stadium in San Diego, California.

The cup was developed by designers from both the league's creative team and Tiffany & Co. Together, the parties aimed to represent the aerodynamic forces at play during soccer games, additionally honoring the global rise of women's soccer with the debut of the apparatus.



Both the regular season MVP and championship trophies are getting a makeover as part of the partnership. Image courtesy of NWSL

A ball in motion is evoked via the trophy's base, stylized with an air current-shaped design. The frame is accented with 24-karat gold vermeil and sterling silver.

In honor of the original award, the redesign places the signature soccer ball in a new position, its panels forming the NWSL shield. Positioning the emblem at the top of the trophy's base, the shift is meant to signify the league's prior achievements, having claimed a championship title in recent years.

Tiffany & Co. is also collaborating with the NWSL to tweak its regular season MVP trophy, which will be awarded to the league's top performer in 2023.

Beginning next game season, the brand will work with the athletic group to continue reshaping and creating the upcoming end-of-year awards, adding to the jeweler's longstanding participation in the world of sports ([see story](#)).

Tickets to NWSL matches can be purchased at <https://www.nwslsoccer.com/championship>.