

WATCHES AND JEWELRY

Hublot to serve as timekeeper of UEFA Women's Euro 2025

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Norwegian footballer Ada Hegerberg is one of the campaign stars for Hublot's celebratory summer campaign. Image credit: Hublot

By KIRAN GILL FOR LUXURY DAILY NEWS SERVICE

Swiss watchmaker Hublot is solidifying its relationship with the soccer world.

The brand will serve as the official timekeeper of the UEFA Women's EURO 2025, which begins on July 2 in Switzerland. The tournament, featuring 16 teams across eight host cities, marks the second time Hublot has partnered with the competition, following its debut as timekeeper during the 2022 tournament held in England.

"As the first luxury Swiss watch in football, it's with a heady mix of pride and excitement that Hublot takes on the role of Official Timekeeper at UEFA Women's EURO 2025," said Julien Tornare, CEO of **Hublot**, in a statement.

"Summer football tournaments are always a joy, but this one feels special," Mr. Tornare said. "Why?"

"Partly because it's hosted here in our home country of Switzerland, and partly because we're so thrilled to be working with two of the greatest players ever to the grace the beautiful game of football in Ada and Aitana, who we welcome into the Hublot family with enormous gratitude."

Play ball

Hublot's logo and branding will be prominently featured throughout the tournament from LED displays to the signature Big Bang Fourth Official's Board, which announces substitutions and added time.

The horology expert is marking the occasion with a special campaign featuring two ambassadors: Norwegian forward Ada Hegerberg and Spanish midfielder Aitana Bonmat. The former has been a Hublot ambassador since 2019, while the latter is the brand's latest ambassador.

Both Ms. Hegerberg and Ms. Bonmat wear watches from the Big Bang One Click Joyful collection. The campaign spotlights the One Click Joyful in Steel Pink and Steel Orange.

"There is so much we can do together to promote not just the women's game, but also to achieve great things off the pitch," said Mr. Tornare, in a statement.



Spanish superstar Aitana Bonmat wears the One Click Joyful Steel Orange model. Image credit: Hublot

"The fusion of Hublot and football has huge power and together we can reach new heights, making a positive, lasting impact on people's lives all over the world," Mr. Tornare said. "On behalf of everyone here at Hublot, it's my pleasure to wish the players, coaches and fans of all 16 countries taking part the very best of luck this summer.

During the tournament, match officials will don the Hublot Big Bang e Gen3, a smartwatch designed specifically for referees. The smartwatch includes features that assist with match regulation.

"We look forward to hosting you in beautiful Switzerland and we can't wait to set the clock running on the tournament," Mr. Tornare said.

Hublot's involvement in football began in 2006 and has since included partnerships with the FIFA World Cup, UEFA Champions League and English Premier League. In 2023, the company served as the official timekeeper for the FIFA Women's World Cup in Australia and New Zealand.

In May, the horology leader tapped Choupette, the Internet-famous cat of late Chanel design magnate Karl Lagerfeld, for a campaign marking the 20th anniversary of its Big Bang collection ([see story](#)).