

COMMERCE

NFL star Saquon Barkley joins H. Moser & Cie. as new brand ambassador

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H. Moser & Cie. recognizes the three-time Pro Bowl running back's leadership both on and off the field. Image courtesy of H. Moser & Cie.

By AMIRAH KEATON FOR LUXURY DAILY NEWS SERVICE

Swiss watchmaker H. Moser & Cie. is welcoming a professional athlete as its newest friend of the brand.

Saquon Barkley, running back for the National Football League's Philadelphia Eagles, joins the independent manufacture as an ambassador. Mr. Barkley, recently ranked first on the NFL's Top 100 Players of 2025, is celebrated for his consistent performance and resilience, traits that mirror H. Moser & Cie.'s philosophy of substance over status.

"At Moser, we admire individuals who express excellence with sincerity and passion," said Edouard Meylan, CEO of H. Moser & Cie, in a statement.

"Saquon embodies that spirit," Mr. Meylan said. "His approach to teamwork and performance mirrors our own philosophy of watchmaking, where every detail matters, and every component contributes to the whole.

"His talent is truly very rare', and we're delighted to welcome him into our family."

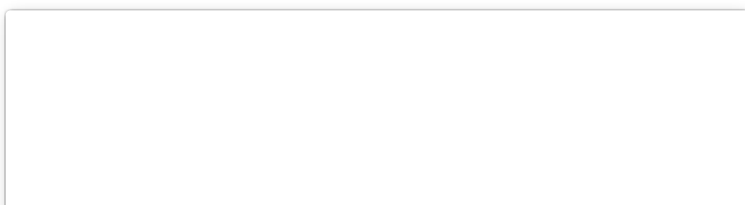
Shared values, lasting craft

H. Moser & Cie. recognizes the three-time Pro Bowl running back's leadership both on and off the field.

The pair's collaboration can be traced back to the 2025 Met Gala, when Mr. Barkley selected a timepiece from the maison for the red carpet.

That encounter led to conversations with H. Moser & Cie.'s CEO, as well as Bertrand Meylan, CEO of MELB Luxe Subsidiaries, revealing shared ideals of teamwork, humility and purpose.

The athlete is seen wearing the Pioneer Cylindrical Tourbillon Spiced Acqua priced at \$99,600, a contemporary model that showcases the brand's technical mastery, in new visuals.



[View this post on Instagram](#)

A post shared by H. Moser & Cie. (@moserwatches)

"From the moment I discovered H. Moser & Cie., I could see the craftsmanship and dedication behind every watch," said Mr. Barkley, in a statement.

"Their minimalist design is powerful; their movements are innovative yet effortless to appreciate," he said. "Meeting Edouard and Bertrand made it clear that this is a brand driven by people who care deeply about their craft, their legacy, and their community.

"I'm proud to join that family."

The manufacture has embarked on a few different partnerships recently, launching an anime-inspired collection of one-of-a-kind tourbillons based on the four elements with NFT brand Azukiseries in August ([see story](#)).

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