

IN-STORE

## Piaget fetes sixth year of USPA Gold Cup sponsorship with new timepiece

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By ERIN SHEA

Richemont-owned Piaget is celebrating its sixth year of sponsoring the United States Polo Association Gold Cup and its status as the official timekeeper of the International Polo Club in Palm Beach, FL, with a new timepiece.

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The new Polo FortyFive Black is releasing as a celebration of the Gold Cup sponsorship and the 10<sup>th</sup> anniversary of the International Polo Club in Palm Beach. This watch will add on to Piaget's established collection of polo watches.

"This [sponsorship] gives us an opportunity to strengthen our connection with polo and specifically with the Palm Beach community, while also providing them with a better understanding of our products and the design and craftsmanship that goes into each piece," said Larry Boland, president of Piaget North America, New York.

Reasons to celebrate

Piaget is returning as the USPA Gold Cup sponsor for the sixth consecutive year. The Cup has been played at the International Polo Club since 2007.

Gold Cup matches will be played March 10-24 on Sundays at 3 p.m. Eastern Time.

There will be a special product presentation to showcase the newest Piaget collections at the final match March 24, per the brand.

Also, the International Polo Club is celebrating its 10<sup>th</sup> anniversary in 2013.

To celebrate, Piaget launched the Polo FortyFive Black timepiece that will join its collection of other polo watches that it has been creating since the 1970s.

The Polo FortyFive Black timepiece retails at approximately \$21,000.



*Piaget's Polo FortyFive Black timepiece*

In addition, Piaget's polo brand ambassador Jeff Hall has also been named the ambassador for the Polo FortyFive Black timepiece.



*Piaget's polo brand ambassador Jeff Hall*

Also, the brand has additional polo events and partnerships that it plans to announce later this year.

“Piaget has a strong brand alignment with International Polo Club as the USPA Piaget Gold Cup sponsor for the sixth consecutive year, and it is a treasured relationship,” said John Walsh, president of International Polo Club, Wellington, FL.

“Polo is widely associated with an affluent market seeing exclusive luxury experiences and, of course, precision-made accessories, cars, watches, fine jewelry and fashion,” he said.

#### Partners in time

Many luxury watch brands have recently upped their sponsorship efforts to extend their visibility and further promote their brands.

For instance, Swiss watchmaker Longines tapped its involvement in the world of alpine skiing for a mobile application that gives enthusiasts news and updates on the sport.

The app titled Live Alpine Skiing allows users to find out the latest about events and competitors in the area of alpine skiing. Longines released a YouTube video and made various posts on its social media channels to promote the app and its support for the sport of skiing ([see story](#)).

Also, Swiss watchmaker Hublot boosted brand visibility by becoming the official timekeeper of the Los Angeles Lakers National Basketball Association team.

Hublot presented a wall clock to the Lakers to symbolize the partnership during halftime at the Lakers versus the New Orleans Hornets game Jan. 29 at the Staples Center in Los Angeles ([see story](#)).

Having an affiliation with a well-known sports team or club can help a brand propel itself forward, while also reaching new consumers.

“This helps extend Piaget’s brand and associates it with the aspirational lifestyle cachet of polo,” said Ian Foley, a Portola Valley, CA,-based digital marketing strategist.

“Creating a new watch associated with a co-branded event has become a popular approach,” he said. “The key is to find an integrated approach that is unique to Piaget and USPA.

“These type of partnerships help create a halo effect for the Piaget brand, but the real question is how will Piaget measure brand life or ROI from the partnership to justify the investment.”

Final take

*Erin Shea, editorial assistant on Luxury Daily, New York*

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