

Hublot

Louis Vuitton

FIFA's determination to seek out tailor-made and original solutions with suitable partners was never more evident than in the spring of 2010 when two of the world's most prestigious manufacturers of luxury items lent their support to the 2010 FIFA World Cup South Africa™.

01 The FIFA World Cup Trophy displayed on the pitch at the final by Fabio Cannavaro.

02 Hublot branding on referee board.

03 Fabio Cannavaro brings the trophy case onto the pitch.

04 Model of the special FIFA World Cup™ collection of Hublot.

05 Giant screen display of extra time.

Innovative luxury watchmakers Hublot became the "official FIFA timekeeper", while the globally renowned luxury goods company Louis Vuitton added their considerable *savoir faire* to the event in South Africa by designing a unique travel case for the FIFA World Cup Trophy.

The exciting new venture with FIFA was described as the "high point of Hublot's sports strategy in terms of football" – praise indeed from a company that already boasts a long and illustrious history in the footballing world.

Sponsors of the Swiss team in 2006 and an official partner of EURO 2008, with links to the Mexican Football Association, the Spanish national team and Manchester United as "official timekeeper", Hublot also counts Argentinian soccer legend Diego Maradona among their promotional partners.

"We already have an in-depth understanding of the footballing world, as Hublot was the first luxury brand to become involved in this field. It is a great honour and an immense pleasure to become the 'official FIFA timekeeper' for the next two FIFA World Cups, and to be a part of the largest televised event in the world," said Hublot's CEO, Jean-Claude Biver.

The watchmaker's role on the pitch as "Official FIFA Timekeeper" meant that HUBLOT was visible during the 2010 FIFA World Cup™ on the referees' boards when displaying substitutions or remaining stoppage time. In addition, with the "official watch", Hublot also created special collections of watches linked to the FIFA World Cup™ as well as an exclusive limited edition series dedicated to the winning team, Spain.

The collaboration between FIFA and Louis Vuitton resulted in a unique and elegant new method of luxury travel for the most famous trophy in sport.

The special case was hand-crafted in Louis Vuitton's Asnières workshop near Paris to a particular specification required to accommodate the FIFA World Cup Trophy™, which stands 36.8cm high, weighs 6.175 kilograms and is made of 18-carat gold.

The Asnières workshop designs and makes some 450 special orders a year, complying with the most exceptional requests. And it was with that in mind that FIFA President Joseph S. Blatter decided to place a special order for a case for the most coveted trophy in the world.

"The FIFA World Cup Trophy is our most precious asset. It's the most coveted trophy, not only in the world of football, but beyond. It succeeds in uniting fans all around the world in a healthy competition for the final prize. A trophy as precious as the FIFA World Cup Trophy deserves a travel case of the same elegance and prestige. From now on, the trophy will not only travel in safety, but it will also travel in style."

The Louis Vuitton trophy travel case, containing the FIFA World Cup Trophy, was carried ceremoniously into Johannesburg's Soccer City stadium by Italy's Fabio Cannavaro, captain of the defending champions, prior to the FIFA World Cup™ final. The prestigious prize was removed from its luxurious new trophy travel case prior to kick-off in front of the largest global television audience in the history of sport, ready for the champions of the 2010 FIFA World Cup South Africa™.

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