

JEWELRY

Tiffany & Co. takes FIFA Club World Cup Trophy on tour

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Tiffany & Co. and FIFA are giving World Cup fans a chance to interact with the award. Image credit: FIFA

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

U.S. jeweler **Tiffany & Co.** and the Fédération Internationale de Football Association (FIFA) are showcasing their collaboration around the globe.

After unveiling the FIFA Club World Cup Trophy last year, the partners are launching an international tour, commenced Jan. 16 at the maison's New York City flagship. Over the coming months, the award will travel to the home cities of all 32 teams competing in the tournament, which is set to kick off on June 14, 2025.

"Over 140 days in 29 cities across 20 countries, this will be an epic journey for the trophy and a tournament that is breaking new ground and redefining global club football and we've sent it off in style," said Gianni Infantino, president of FIFA, in a statement.

"The FIFA Club World Cup Trophy Tour will give players, coaches and fans from all over the world the chance to see the most coveted prize in global club football live, taking their passion to the world and uniting them in their excitement and the dream of becoming the first winners of the new FIFA Club World Cup."

Pitch perfect

Tiffany & Co. and FIFA collaborated to forge the trophy, showcasing it to the public for the first time last November.

The new award symbolizes a rebirth of the FIFA Club World Cup, as the event is returning this year following a hiatus in 2024; the competition, formerly held annually, will now happen every four years.

The newly-designed prize has begun a 147-day journey dubbed "Take it To The World!" featuring stops within the hometowns of each club selected for the quadrennial competition, with each event themed around the local team's traditions and spirit of sportsmanship. Starting the European leg of the engagement, its next destination is Lisbon, Portugal.



English singer-songwriter Robbie Williams performed at the first stop on the tour. Image credit: FIFA

Over the course of the global pilgrimage, the award will visit cultural hubs such as Tokyo, Rio de Janeiro, Manchester and Miami, where the first match of the tournament will be played at Hard Rock Stadium. The trophy will be lifted for the first time on July 13, 2025, at MetLife Stadium in East Rutherford, New Jersey.

The jewelry maison is may not the only luxury label making waves in the sporting world ([see story](#)).

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