

Why Luxury Brands Choose Football Celebrities as Brand Ambassadors and How Football Marketing Drives Revenue Growth

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Abstract - This research paper seeks to establish the reasons why luxury fashion brands are increasingly engaging the services of professional football celebrities to act as brand ambassadors and how marketing during football games leads to significant revenue generation for the fashion brands. In conducting the research, the writer was able to establish that the endorsement of luxury brands by football celebrities opens up significant opportunities for brand reach to young people, along with high numbers of followers on social media platforms, surpassing 800 million followers across the top footballers. It is agreed that the return on investment for football sponsorship stands between 10-15%, more than other forms of advertising, with some brands accruing up to \$2.1 million in earned media value from a single footballer sponsorship. Furthermore, FIFA marketing has been seen to yield extraordinary high returns for the football industry, with the 2026 World Cup expected to yield returns amounting to 11 billion dollars, including marketing and sponsorship worth 2.7 billion dollars. Key psychological factors driving success include credibility transfer, emotional connection through shared cultural moments, and the match-up hypothesis where athlete image aligns with luxury brand values. This paper concludes that football celebrity partnerships represent a strategic evolution in luxury marketing, offering measurable financial returns alongside enhanced brand perception among digitally-native consumers.

1. Introduction

For luxury brands, traditionally these have been about exclusivity, heritage, and aspirational appeal to drive brand affinity among their customer base. For decades now, these luxury brands have been using supermodels and actors to endorse their advertisements to maintain their position as luxury brands. However, something crucial has changed within the recent past. For example, come to any luxury boutique and you could be looking at a footballer as much as a fashion model endorsing a particular brand. Dior could be promoting Kylian Mbappé on Instagram, Gucci could be promoting Jack Grealish, while Burberry could be promoting Marcus Rashford on Instagram. This is not a coincidence; rather, it is indicative of a fundamental shift in strategy for these brands.

Football is the most watched sport and has the maximum numbers of fans across the globe, who look up and follow their favorite players and teams, including global events such as the FIFA Football World Cup. The Final Match of the 2022 FIFA Football World Cup, for example, had a huge viewership of 1.5 billion fans across the globe and is therefore one of the most watched matches across the world. Today, football players are not only sports personalities but global influencers who have a whole other world following their social networking sites, which is unprecedented, even for luxury brands. Cristiano Ronaldo has 456 million, and Lionel Messi has 339 million Instagram followers, a record hard to achieve for most brands.

This research paper sets out to investigate two aspects. One is, why do luxury brands opt to use football celebrities to act as ambassadors for their brands instead of, or in addition to, their traditional counterparts of fashion celebrities. Two, what is the impact of marketing during football events such as the World Cup, Champions League, or even major national leagues on the overall revenues of brands. It is of interest to discuss these as they highlight interesting aspects of changing consumer behavior, changing impact of technology on marketing, and how brands, particularly luxury brands, change their strategies to become attractive to the youth, who interact with brands in a much different manner than their predecessors.

2. Background and Context

2.1 The Luxury Brand Marketing Challenge

In today's marketing world, luxury brands are facing a new challenge. They have to ensure that they can maintain their exclusiveness, prestige, and aspirational quotient, as that gives them room for premium pricing. But they also have to ensure that they are able to attract the younger population, who will eventually be part of the new stream of luxury brand customers

in the future. This has to be achieved while keeping in mind that, as per studies, over 40% of millennial and gen z population is currently making up purchases in the global luxury goods market, and that figure is increasing every year. They believe in new factors such as authenticity, social actions, cyber space, and cultural connection, as well as traditional factors such as craftsmanship and heritage.

Traditional marketing strategies for luxury brands focused primarily on print advertisements in classy and luxurious magazines, fashion shows, as well as brand images featuring models in luxurious settings, among others. This strategy worked adequately as long as consumers obtained most of their information via traditional means of communication. However, globalization, as well as the emergence of social media and influencer marketing, has led to a major shift in terms of consumer-related behavior since younger consumers are likely to obtain their brand-related recommendations from people they admire on social media, as opposed to brand advertisements, as they are keen on authenticity and not perfection, and believe that brands also reflect their personal values.

2.2 Why Football Became Relevant for Luxury Brands

Football is a global sport with a unique place in the world's culture. In fact, football is the most popular sport globally, with an estimated 3.5 billion fans across all continents and every segment of society. Football is a sport that allows no boundaries; unlike other sports, football is enjoyed across regions and social status. Any game can have billionaires sipping champagne behind glass enclosures, middle-class families cheering on at home, and youngsters cheering at cafes watching on their phones. Football is incredibly valuable to marketers interested in diverse audiences.

3. Why Luxury Brands Choose Football Celebrities as Ambassadors

3.1 Unprecedented Social Media Reach

Chiefly, the justification for the collaboration between luxury brands and football celebrities is the huge following they have on social media. Based on analysis of the industry, Cristiano Ronaldo and Lionel Messi have a combined 800 million Instagram users. By posting content on Instagram, football players influence an enormous customer base globally. Based on research conducted by Tribe Dynamics, Kylian Mbappe contributed \$1.4 million in earned media value for Dior from only seven posts within 12 months, making him part of the top 10 most valuable global ambassadors for Dior.

A good example of this relationship is Rashford's partnership with Burberry, where, despite being known for football, he became the most impactful ambassador for Burberry, achieving \$2.1 million in earned media value from 26 posts, beating supermodel Naomi Campbell by over \$600,000. This is impressive because it shows that even interactions from a footballer can be more valuable than any celebrity endorsement from insiders of the fashion industry.

The reach also encompasses the number of followers. Football enthusiasts are very passionate and invested in the content of their favorite football players. They do not just read a post from a football star about a sponsored brand; they also engage in a manner of commenting, sharing, and saving the post. That is what makes the reach exponential. Grealish's deal with Gucci worth a whopping amount of money in the year 2022 was a smart business decision, considering the fact that Grealish was already wearing Gucci wear in most of his pictures and thus the deal was organic.

3.2 Access to Younger, Digitally-Native Audiences

Luxury brands have always struggled with balancing access by young consumers without losing their exclusivity appeal. However, football celebrity endorsements have addressed this challenge, helping these brands access young consumers such as millennials and Gen Z. Youthful consumers have over the years grown up reading stories of these football celebrities and viewing these role models. There is no doubt that these celebrities lose none of their luxurious appeal when they are made accessible by partnering with these brands.

Recent studies have shown that because of their large and loyal fan base, footballers have been effective ambassadors for brands, providing engagement on social media and reaching huge numbers for brands. The endorsement deal between Antoine Griezmann, the French forward, and the menswear line Mango, as well as Son Heung-Min, the Spurs forward, and Burberry, aimed at reaching youth in European and Asian countries, who look up to Griezmann and Son as role models. The

authenticity comes from the fact that the contemporary player actually loves fashion and attends fashion shows, wearing expensive fashion bits on a daily basis naturally.

3.3 Credibility and Trust Transfer

Celebrity endorsement effectiveness is greatly dependent on what researchers term as "credibility transfer": that is, the degree to which positive attributes associated with the celebrity transfer to the endorsed brand. Academic research has identified that the credibility of the endorser, which is characterized by both trustworthiness and expertise, positively influences consumer attitudes and purchase intentions of endorsed products. In the cases of football celebrities, these stem from a multitude of sources: their proven excellence within their field, their work ethic and discipline, their global recognition, and often their charitable activities and values-driven initiatives.

Marcus Rashford may be said to be an epitome of the transfer of credibility as attested to in the following case study: Marcus Rashford has become an icon in the fight against child poverty in the UK and has earned himself an MBE honor. So much so, that even though the footballer has collaborated with various campaigns seeking to promote the accessibility of literacy among underprivileged youngsters via Burberry advertising campaigns, the luxury brand also enjoys the social credentials that Marcus Rashford has to offer. When the same Marcus Rashford collaborated with Levi's to promote their "Buy Better, Wear Longer" campaign on environmental concerns, the same principle applies: luxury brands stand to gain from the authenticity and commitment of the footballer to charitable causes. Research has indicated that sports celebrity trustworthiness has an effect on the purchase intention of luxury brands to the tune of 58% of customers.

3.4 Product Match-Up and Authenticity

The match-up hypothesis in marketing research suggests that endorsements are most effective when congruence exists between the celebrity image and the product being endorsed. Luxury brands choosing football ambassadors carefully consider this alignment. David Beckham's partnerships with brands like Dior work because Beckham cultivated a sophisticated fashion-forward image throughout his career. This is true for Jack Grealish's deal with Gucci. The reason this deal is successful is because Jack Grealish actually already likes the brand. He had often been pictured wearing the brand prior to endorsing it.

This is greatly so because, when the partnership is seen as being authentic and not necessarily transactional, the consumer will react more favorably. Having Kylian Mbappé as the global ambassador of Dior makes perfect sense since, previously, Mbappé was associated with French luxury fashion and apparently was keen on it, except not for football. This is major when looking at younger age groups, as they are notoriously skeptical and will pick up on any such possibilities. In fact, consumer studies suggest that 88-90% of consumers brand authenticity as critical when selecting which brands to associate with as consumers, making authentic football celebrity partnerships far more valuable than any other endorsement.

3.5 Global Recognition and Cultural Relevance

Football celebrities offer luxury brands something traditional models rarely can truly global recognition across diverse markets. A luxury campaign featuring a footballer performs well not just in the player's home country but across all markets where football is followed. Son Heung-Min's Burberry ambassadorship specifically helps the brand connect with Asian markets where Son is extremely popular as captain of the South Korea national team. At the same time, an agreement of Louis Vuitton with Real Madrid for dressing the team during the 2025 FIFA Club World Cup immediately allowed the brand to appear in Latin America, Europe, Asia, and North America at once.

This global recognition is more valuable as luxury brands expand into emerging markets. A footballer known across continents helps luxury brands establish credibility in new regions much faster than building brand awareness from scratch through traditional advertising. The cultural relevance factor cannot be overstated either: football moments become shared cultural experiences. When brands position themselves within these moments through celebrity partnerships, they become part of the cultural conversation in ways traditional advertising cannot achieve.

4. How Marketing During Football Events Drives Revenue Growth

4.1 The Scale of Football Event Marketing Opportunities

Football events, especially the FIFA World Cup events, are regarded as the biggest marketing opportunity in the world of sport marketing. The projected figures for the 2023-2026 cycle, including the 2026 event in North America, show a potential of \$11 billion in total revenues, a monumental increase from the \$7.5 billion earned from the Qatar 2022 cycle. From the projected figures, the sponsorship and marketing section is expected to rake in \$2.7 billion, whereas broadcasting will contribute \$4.8 billion, and ticketing and hospitality will account for \$3.1 billion.

These figures are important and represent advertisers' confidence in football events' marketing effectiveness. Billions of money are spent on sponsoring the FIFA World Cup because the data shows that there is a predictable ROI. Research carried out by Deloitte suggests that the average ROI on football sponsorships is 10 to 15 percent higher than other advertisements. According to data from marketing research, 70% of fans would be more inclined to purchase goods from brands that sponsor their favorite teams or players, while 67% of fans think brands associated with a competition that they love become more attractive.

The 2026 World Cup: A chance unlike any other, due to the much-awaited event being held not only in Germany alone but stretching across the nations of Canada, Mexico, and the USA, with many teams and matches to be played. According to estimates of marketing analysts, the sponsorship and marketing contracts to be made for the 2026 World Cup amount to \$3 billion, marking a major milestone for the sponsorship business.

4.2 Measurable Return on Investment from Football Marketing

Luxury brands participating in football event marketing achieve measurable financial returns through multiple channels. Media exposure value represents one quantifiable metric. When a brand's logo appears during a World Cup broadcast watched by hundreds of millions of viewers globally, the equivalent advertising value of that exposure can be calculated and compared against the sponsorship investment. Research tracking Champions League sponsorships found that Heineken generated \$121 million in digital return from Champions League marketing, representing 28% of the tournament's total \$426 million in digital return value[23].

Direct sales attribution provides another measurement approach. Brands track purchases made during or immediately following major football events using unique promotional codes, dedicated landing pages, or sales data analysis. Coca-Cola's World Cup marketing campaign in 2022 prompted customers to scan 28 million Coke product labels, providing directly measurable consumer engagement that translated into product purchases [27]. While luxury brands rarely disclose specific sales figures, industry analysis indicates that well-executed football marketing campaigns generate significant lifts in revenue during tournament periods.

Brand health metrics offer longer-term ROI measurement. Metrics like brand awareness, brand recall, consideration, and purchase intent typically show measurable improvements following major football marketing activations. Research from Vodafone's Manchester United sponsorship demonstrated a 25% increase in brand recall in key international markets including the US and China, attributed directly to their association with the club [17]. For luxury brands, these brand health improvements translate into sustained revenue growth beyond the immediate event period.

4.3 Emotional Connection and Cultural Moments

Football events create intense emotional experiences for billions of fans globally. Marketing research demonstrates that messaging aligned with cultural moments delivers approximately 23% higher recall, while emotionally relevant messaging drives 18% stronger engagement[18]. Brands activating around defining moments during tournaments see 2.7 times higher favorability and up to 3 times greater purchase intent compared to standard advertising [18].

The FIFA World Cup represents the ultimate concentration of these emotional moments. Matches carry national pride, historic rivalries, dramatic comebacks, and career-defining performances that create shared experiences across entire populations. When luxury brands position themselves within these moments through sponsorships, celebrity partnerships, or real-time

marketing activations, they become associated with the positive emotions fans experience. This emotional connection is particularly valuable for luxury brands because purchase decisions in the luxury category are heavily influenced by feelings and aspirations rather than purely rational factors.

Real Madrid's partnership with Louis Vuitton for the 2025 FIFA Club World Cup exemplifies this strategic alignment. Louis Vuitton CEO Pietro Beccari explained the partnership by stating that both organizations share values like excellence, innovation, and a relentless drive to improve [4]. By outfitting Real Madrid players in Louis Vuitton designs for their World Cup appearance, the brand associates itself with football excellence at the moment of highest visibility and emotional investment from fans globally.

4.4 Digital Amplification and Social Media Engagement

Modern football marketing generates value far beyond traditional broadcast advertising through digital amplification. When brands create content around football events, that content gets shared, commented on, and discussed across social media platforms, multiplying the initial investment's impact. Research indicates that interactive video experiences during sporting events generate twice more engagement than static content, and 90% of consumers' value authenticity in brand interactions during these cultural moments [18].

The shift in marketing strategy is visible in how brands allocate budgets. Less money is locked into static placements like traditional TV commercials, and more investment flows into moments and participation creating real-time content that responds to match outcomes, partnering with footballers for behind-the-scenes content, and building interactive experiences that allow fans to engage directly with brands [18]. This approach works because younger consumers increasingly consume sports content through highlights, social media posts, and streaming platforms rather than only traditional broadcasts.

Nike's digital return from its football sponsorships demonstrates this amplification effect clearly. Nike generated \$528 million in social media return value in 2022 from its football-related sponsorships and partnerships, the highest of any brand tracked [23]. Adidas generated \$331 million in comparable value [23]. These figures represent organic social media engagement brand mentions, content sharing, positive sentiment that brands did not directly pay for but received as a multiplier effect of their sponsorship investments and celebrity partnerships.

4.5 Revenue Growth through Commercial Partnerships

Football clubs themselves demonstrate how commercial revenue has become the dominant growth driver in the sport's business model. According to the 2025 Deloitte Football Money League, commercial revenue represented the largest revenue source for top clubs at €4.9 billion annually, accounting for 44% of total revenue [6]. The 10% year-over-year growth in commercial revenue was driven by increased sponsorship revenues, improved retail performance, and hosting of non-football events [6].

Luxury brands benefit from this ecosystem by partnering with successful clubs that offer consistent visibility, premium associations, and global reach. The clubs ranked in the top 10 of the Money League generate 48% of their revenues from commercial sources, demonstrating the effectiveness of brand partnerships in football [6]. When luxury brands sponsor clubs or partner with their players, they gain access to this commercial infrastructure match-day branding, social media promotion, retail collaborations, and hospitality experiences that create multiple touchpoints with valuable consumer segments.

The retail component is particularly important for luxury brands. FC Barcelona reported a 20% increase in commercial revenue from €403 million to €482 million in one season, boosted significantly by increased merchandise sales and new sponsorship deals [6]. When luxury brands partner with clubs or players, co-branded merchandise creates direct revenue streams while also serving as marketing that consumers pay for rather than the brand paying to advertise. This economic model explains why luxury fashion brands are increasingly interested in football partnerships as the commercial potential continues expanding.

5. Psychological Factors Driving Success

5.1 Social Proof and Influence

Social proof represents one of the most powerful psychological factors in consumer behavior. People look to others especially people they admire to guide their own decisions. When a globally recognized footballer wears or endorses a luxury brand, millions of fans interpret this as validation of the brand's quality and desirability. Research confirms that sports celebrity endorsements generate purposeful distinctions within luxury brands that consequently lead to increased sales [22].

The effect is particularly strong when the endorser has genuine expertise or credibility in relevant areas. Football celebrities have proven expertise in performance, discipline, and success, qualities that transfer metaphorically to luxury goods positioned around excellence and achievement. Additionally many modern footballers have cultivated legitimate fashion expertise by attending fashion weeks, collaborating with designers, and consistently demonstrating style in their public appearances. This dual credibility athletic excellence plus fashion knowledge makes their endorsements particularly persuasive.

5.2 Aspirational Identity and Lifestyle Marketing

Luxury brands have always sold aspirational identities the idea that purchasing their products allows consumers to associate themselves with a desirable lifestyle or social position. Football celebrities embody modern aspirational identities that resonate with contemporary consumers. They represent not just wealth but achievement earned through talent and effort, not just fame but global recognition, not just style but authentic personal expression.

This aspirational appeal works across income levels. Consumers who cannot afford to purchase luxury items immediately still follow luxury brands on social media, engage with their content, and aspire to purchase in the future. When these aspirational consumers see footballers they admire partnering with luxury brands, it strengthens their positive associations with those brands and increases future purchase likelihood. Research demonstrates that celebrity endorsements have a significant positive impact on purchase intention for luxury brands with the effect particularly strong when measuring celebrity credibility, expertise, and attractiveness [22].

5.3 Scarcity and Exclusivity during Events

Major football events create natural scarcity and urgency around marketing activations. Limited edition products tied to World Cup tournaments, special collections released during championship seasons, or exclusive merchandise featuring player partnerships all leverage scarcity psychology to drive immediate purchase behavior. Consumers know these offerings are time-limited, which creates urgency that overcomes purchase hesitation.

Luxury brands expertly combine their inherent exclusivity positioning with event-specific scarcity. When Gucci announces a limited collection tied to a football partnership or Louis Vuitton creates special pieces for a World Cup, they are multiplying psychological drivers having both the permanent exclusivity of luxury and the temporary scarcity of event-specific products. This combination is particularly effective at driving revenue concentration during tournament periods, creating measurable revenue increases that justify the marketing investment.

6. Case Study Analysis

6.1 Dior and Kylian Mbappé Partnership

Dior's appointment of Kylian Mbappé as global ambassador in December 2021 represents one of the most successful football-luxury brand partnerships. Mbappé brought 71.9 million Instagram followers and positioned Dior to connect with younger, globally diverse audiences passionate about football [2]. Over 12 months, Mbappé generated \$1.4 million in earned media value for Dior across just seven posts, placing him among the brand's top 10 most valuable advocates globally [2].

The partnership works because of strong match-up between Mbappé's image and Dior's brand positioning. Mbappé represents French excellence, youthful energy, and modern style qualities that align perfectly with Dior's heritage as an iconic French luxury house appealing to contemporary consumers. Mbappé's authentic interest in fashion his regular attendance at fashion

events and incorporation of designer pieces in his personal style makes the partnership feel credible rather than purely commercial.

6.2 Burberry and Marcus Rashford Collaboration

Burberry's partnership with Manchester United footballer Marcus Rashford demonstrates how luxury brands can combine celebrity reach with values-driven marketing. Rashford generated \$2.1 million in earned media value for Burberry over 12 months, making him the brand's most impactful UK ambassador and outperforming established fashion celebrities [2]. Burberry's overall earned media value in the UK increased 10% year-over-year during this partnership period, growing to \$36.2 million [2].

What makes this partnership particularly effective is its authenticity around social issues. Rashford's campaigns against child poverty and for education access gave him credibility beyond football. Burberry leveraged this by creating campaigns like their November initiative promoting literacy access for children in underserved communities [2]. This allowed Burberry to align with meaningful social causes while reaching Rashford's 12.7 million Instagram followers, many of whom are younger consumers who prioritize brand values alongside product quality.

6.3 Gucci and Jack Grealish Deal

Jack Grealish's seven-figure sponsorship deal with Gucci in 2022 was described as "unprecedented" for a footballer-luxury brand partnership [2]. The deal made strategic sense because Grealish was already a genuine Gucci enthusiast, regularly photographed wearing the brand before any commercial relationship. This pre-existing authentic connection meant the partnership felt natural to consumers rather than manufactured for marketing purposes.

The timing amplified the partnership's impact. Grealish signed with Manchester City in 2021 for £100 million, the biggest transfer in British football history, making him one of the most discussed footballers in the world [2]. Gucci capitalized on this peak visibility and cultural relevance. The partnership helped Gucci UK accrue \$99.8 million in earned media value over the analyzed year [2], demonstrating how a single strategic footballer partnership can contribute meaningfully to a luxury brand's overall marketing effectiveness.

6.4 Louis Vuitton and Real Madrid Partnership

Louis Vuitton's partnership with Real Madrid to outfit the football and basketball teams for official travel and events represents luxury brand integration at the institutional level. The collaboration debuted at the 2025 FIFA Club World Cup in the United States, providing massive global visibility during a premium football tournament [4]. Louis Vuitton created a complete collection of suits, shoes, accessories, and travel gear showcased by stars including Kylian Mbappé, Jude Bellingham, and Vinícius Júnior[4].

Louis Vuitton CEO Pietro Beccari explained the strategic alignment stating that both Real Madrid and Louis Vuitton share values like excellence, innovation, and a relentless drive to improve [4]. Real Madrid ambassador Emilio Butragueño emphasized that both organizations have stood the test of time and aim to inspire beyond their own fields [4]. This partnership demonstrates how luxury brands are moving beyond individual player endorsements to institutional partnerships that provide consistent visibility across multiple platforms and throughout the season.

7. Challenges and Considerations

7.1 Authenticity and Overexposure Risks

While football celebrity partnerships offer substantial benefits, they also carry risks. One significant challenge is maintaining authenticity when celebrities endorse multiple brands simultaneously. Research indicates that when national celebrities endorse more than 20 brands, it leads to dilution of commercial value for those brands [19]. Consumers become skeptical when they see the same footballer promoting numerous unrelated products, questioning whether the endorsements reflect genuine preference or purely financial motivation.

Luxury brands must be selective in choosing football ambassadors who genuinely align with their brand values and who are not overexposed across too many competing partnerships. The most successful partnerships like Mbappé-Dior or Grealish-Gucci work precisely because they feel exclusive and authentic. Brands need to ensure their footballer ambassadors have space in their partnership portfolio to make the luxury brand relationship feel special rather than just another commercial deal among many.

7.2 Performance Dependency and Reputation Risks

Football celebrity partnerships carry inherent risks related to athlete performance and behavior. If a footballer-ambassador suffers injury, experiences significant performance decline, or becomes involved in personal controversies, the brand association can become problematic. Unlike models or actors whose work is largely separate from their endorsements, footballer's primary fame derives from their sporting performance and public conduct.

Luxury brands mitigate this risk through careful selection focusing on players with established track records, professional reputations, and values alignment beyond just current sporting success. Partnerships with players like Marcus Rashford work partly because his value extends beyond football performance to include his social advocacy and character. However brands must still monitor these partnerships continuously and maintain contingency plans for managing reputation challenges if they arise.

7.3 Cost and ROI Measurement Complexity

High-profile football celebrity partnerships require significant financial investment. While specific figures are rarely disclosed, seven-figure annual deals are common for top players, and institutional partnerships like Louis Vuitton-Real Madrid likely involve substantially larger investments. For luxury brands to justify these costs, they need robust ROI measurement frameworks that capture both tangible returns like sales increases and intangible benefits like brand perception improvements.

The complexity of attribution presents challenges. When a luxury brand partners with a footballer and simultaneously runs other marketing campaigns, isolating the specific revenue impact of the football partnership is difficult. Sophisticated measurement approaches using earned media value calculations, brand health tracking, and comparative analysis help address this challenge, but some uncertainty remains. Brands must be comfortable investing based on a combination of quantifiable metrics and strategic brand positioning benefits.

8. Calculations:

- Dior Revenue (in millions USD)

Table 1: Dior Revenue (in millions USD) from 2017 to 2025

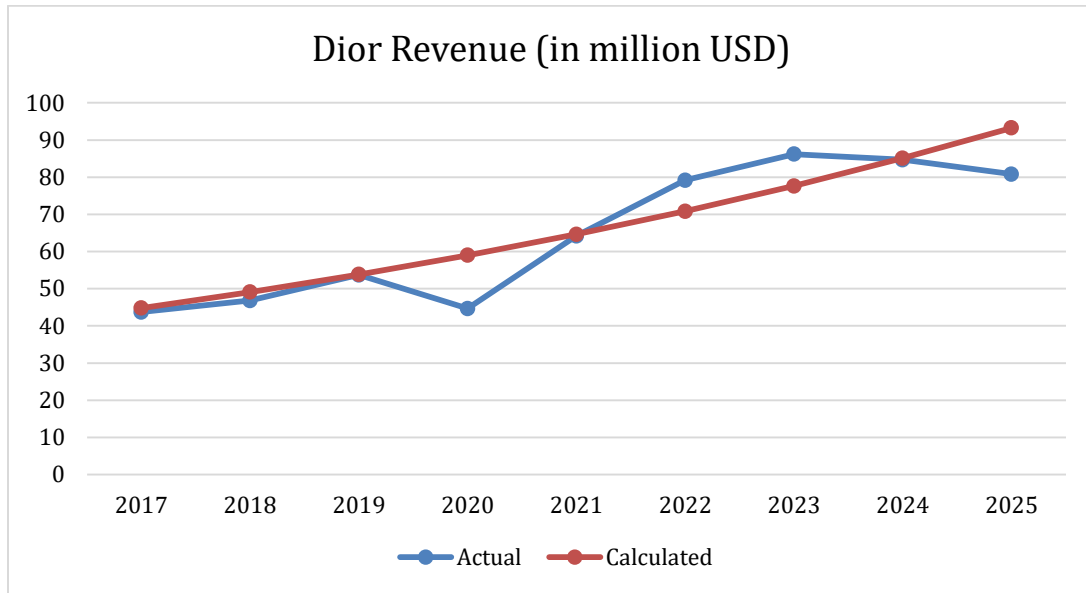
Year	Dior Revenue (in million USD)
2017	43.7
2018	46.83
2019	53.7
2020	44.65
2021	64.22
2022	79.18
2023	86.2
2024	84.68
2025	80.81

Again considering x = 2017 as 1, 2018 as 22025 as 9.

Taking y as number of revenue of Dior (in million USD)

We plotted a graph and try to draw different graphs by hand fitting, converting maximum numbers of points.

We get exponential equation.



Graph 1: Dior Revenue (in millions USD) from 2017 to 2025

Formula: $y = 40.87 * (1.096)^x$

Where “y” represents revenue of Dior (in million USD) from 2017 to 2025 and “x” represents 1, 2, 3..... (1 represents 2017, 2 represents 2018 and so on)

- **Kylian mbappé net worth (in millions USD)**

Table 2: Kylian mbappé Net worth (in millions USD) from 2017 to 2025

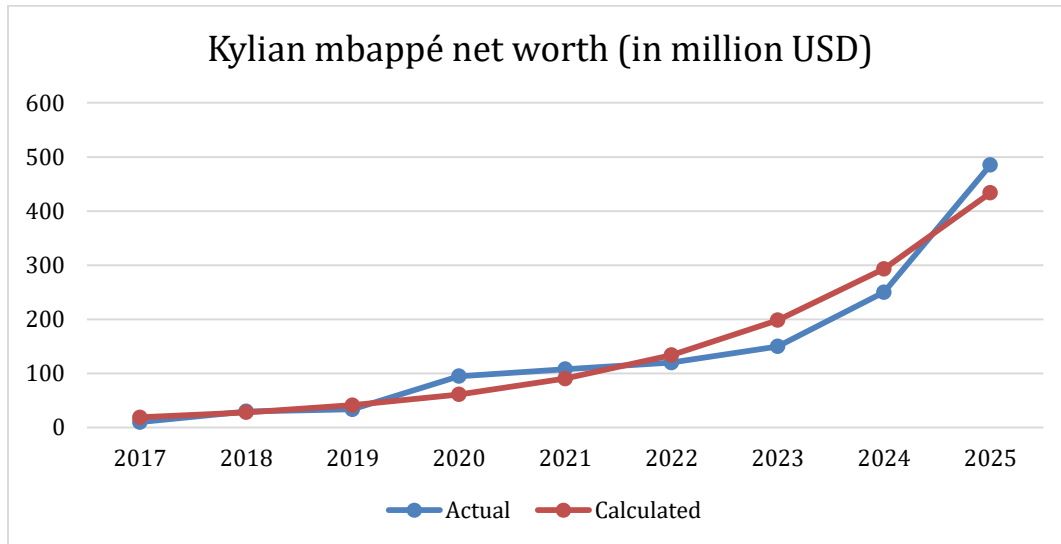
Year	Kylian mbappé net worth (in million USD)
2017	10
2018	30
2019	33.8
2020	95
2021	108
2022	120
2023	150
2024	250
2025	485

Again considering x = 2017 as 1, 2018 as 22025 as 9.

Taking y as number of Kylian mbappé net worth (in million USD)

We plotted a graph and try to draw different graphs by hand fitting, converting maximum numbers of points.

We get exponential equation.



Graph 2: Kylian mbappé Net worth (in millions USD) from 2017 to 2025

$$\text{Formula: } y = 12.81 * (1.479)^x$$

Where “y” represents Kylian mbappé net worth (in million USD) from 2017 to 2025 and “x” represents 1, 2, 3..... (1 represents 2017, 2 represents 2018 and so on)

- **Burberry Revenue (in millions Euros)**

Table 3: Burberry Revenue (in millions Euros) from 2017 to 2025

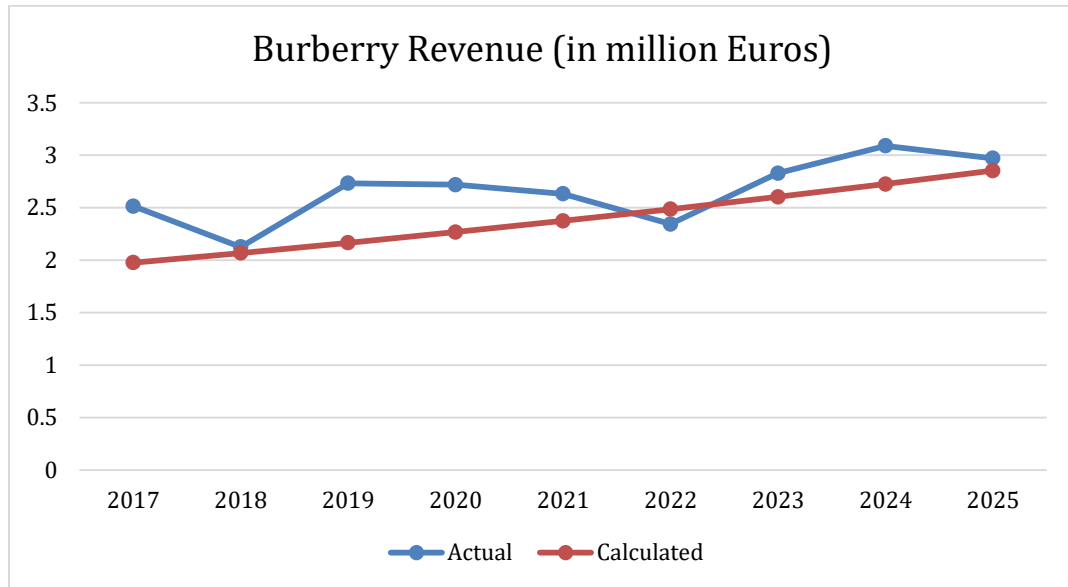
Year	Burberry Revenue (in million Euros)
2017	2.515
2018	2.127
2019	2.733
2020	2.72
2021	2.633
2022	2.344
2023	2.83
2024	3.09
2025	2.972

Again considering x = 2017 as 1, 2018 as 22025 as 9.

Taking y as number of revenue of Burberry (in million Euros)

We plotted a graph and try to draw different graphs by hand fitting, converting maximum numbers of points.

We get exponential equation.



Graph 3: Burberry Revenue (in millions Euros) from 2017 to 2025

$$\text{Formula: } y = 1.88 * (1.047)^x$$

Where “y” represents revenue of Burberry (in million Euros) from 2017 to 2025 and “x” represents 1, 2, 3..... (1 represents 2017, 2 represents 2018 and so on)

- **Marcus Rashford net worth (in millions Euros)**

Table 4: Marcus Rashford Net worth (in millions Euros) from 2018 to 2025

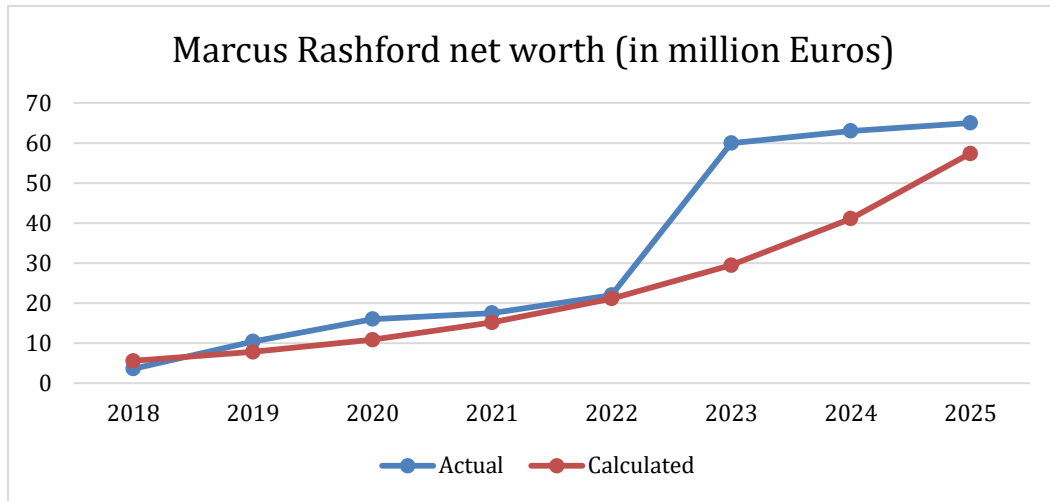
Year	Marcus Rashford net worth (in million Euros)
2018	3.6
2019	10.4
2020	16
2021	17.5
2022	22
2023	60
2024	63
2025	65

Again considering x = 2018 as 1, 2018 as 22025 as 8.

Taking y as number of net worth of Marcus Rashford (in million Euros)

We plotted a graph and try to draw different graphs by hand fitting, converting maximum numbers of points.

We get exponential equation.



Graph 4: Marcus Rashford Net worth (in millions Euros) from 2018 to 2025

$$\text{Formula: } y = 4 * (1.395)^x$$

Where “y” represents revenue of Burberry (in million Euros) from 2017 to 2025 and “x” represents 1, 2, 3..... (1 represents 2017, 2 represents 2018 and so on)

- **Gucci Revenue (in millions Euros)**

Table 5: Gucci Revenue (in millions Euros) from 2017 to 2025

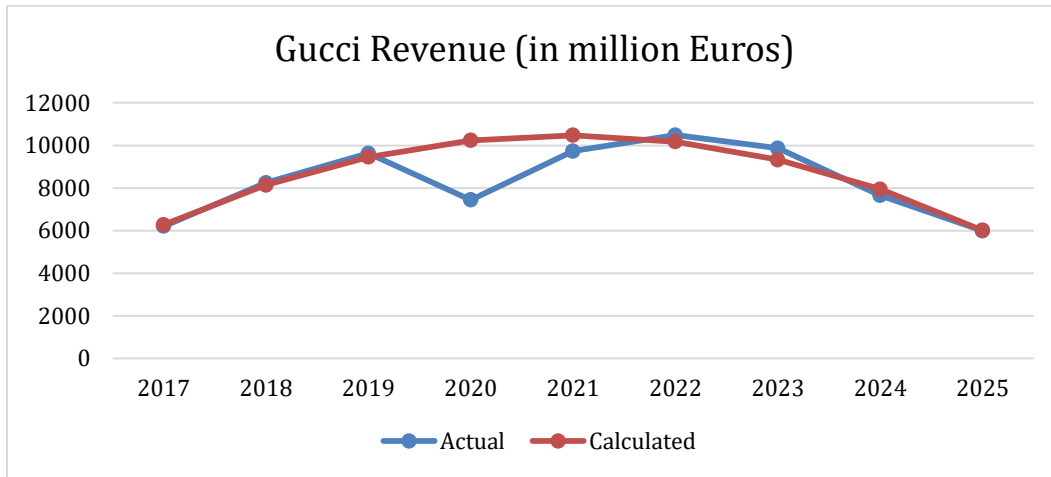
Year	Gucci Revenue (in million Euros)
2017	6211
2018	8249
2019	9628
2020	7441
2021	9731
2022	10487
2023	9873
2024	7650
2025	5992

Again considering x = 2017 as 1, 2018 as 22025 as 9.

Taking y as number of revenue of Gucci (in million Euros)

We plotted a graph and try to draw different graphs by hand fitting, converting maximum numbers of points.

We get quadratic equation.



Graph 5: Gucci Revenue (in millions Euros) from 2017 to 2025

$$y = -270.55 * x^2 + 2673.24 * x + 3874.46$$

Where “y” represents revenue of Gucci (in million Euros) from 2017 to 2025 and “x” represents 1, 2, 3..... (1 represents 2017, 2 represents 2018 and so on)

- **Louis Vuitton Revenue (in millions Euros)**

Table 6: Louis Vuitton Revenue (in millions Euros) from 2017 to 2025

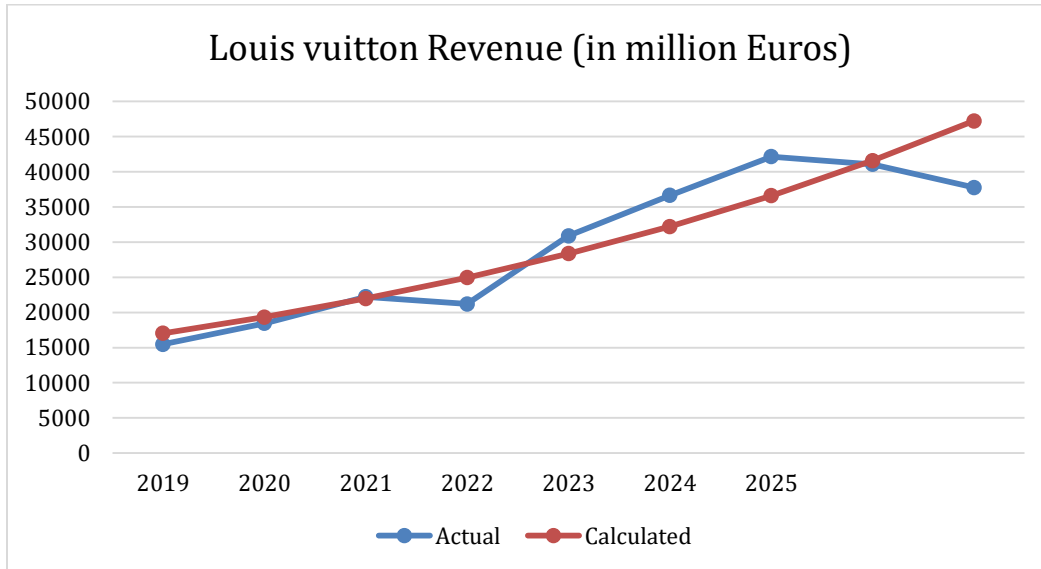
Year	Louis Vuitton Revenue (in million Euros)
2017	15472
2018	18455
2019	22237
2020	21207
2021	30896
2022	36648
2023	42169
2024	41060
2025	37770

Again considering x = 2017 as 1, 2018 as 22025 as 9.

Taking y as number of revenue of Gucci (in million Euros)

We plotted a graph and try to draw different graphs by hand fitting, converting maximum numbers of points.

We get exponential equation.



Graph 6: Louis Vuitton Revenue (in millions Euros) from 2017 to 2025

$$\text{Formula: } y = 14991.54 * (1.136)^x$$

Where “y” represents revenue of Louis vuitton (in million Euros) from 2017 to 2025 and “x” represents 1, 2, 3..... (1 represents 2017, 2 represents 2018 and so on)

- **Real Madrid Revenue (in millions USD)**

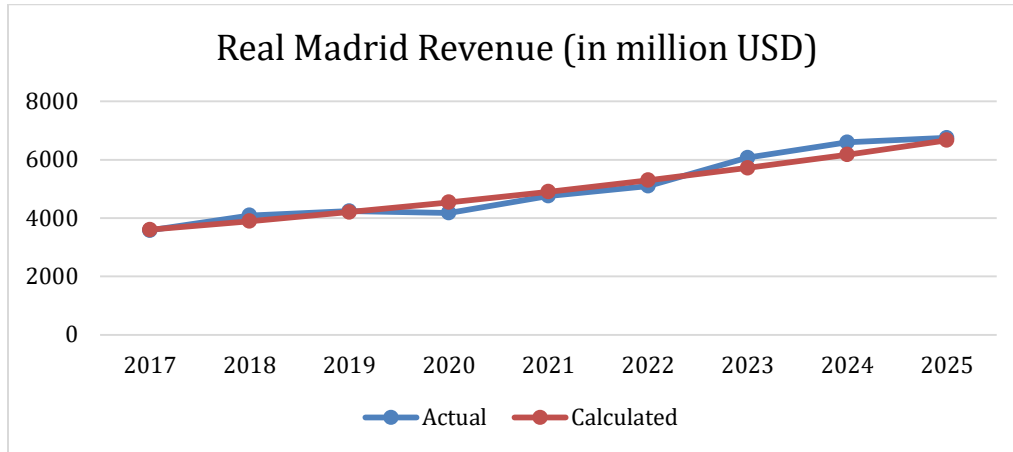
Table 7: Real Madrid Revenue (in millions USD) from 2017 to 2025

Year	Real Madrid Revenue (in million USD)
2017	3580
2018	4090
2019	4240
2020	4180
2021	4760
2022	5100
2023	6070
2024	6600
2025	6750

Again considering x = 2017 as 1, 2018 as 22025 as 9.
Taking y as number of revenue of Gucci (in million Euros)

We plotted a graph and try to draw different graphs by hand fitting, converting maximum numbers of points.

We get exponential equation.



Graph 7: Real Madrid Revenue (in millions USD) from 2017 to 2025

$$\text{Formula: } y = 3337.52 * (1.08)^x$$

Where “y” represents revenue of Real Madrid (in million USD) from 2017 to 2025 and “x” represents 1, 2, 3..... (1 represents 2017, 2 represents 2018 and so on)

- **Jack Grealish net worth (in millions Euros)**

Table 8: Jack Grealish Net worth (in millions USD) from 2019 to 2025

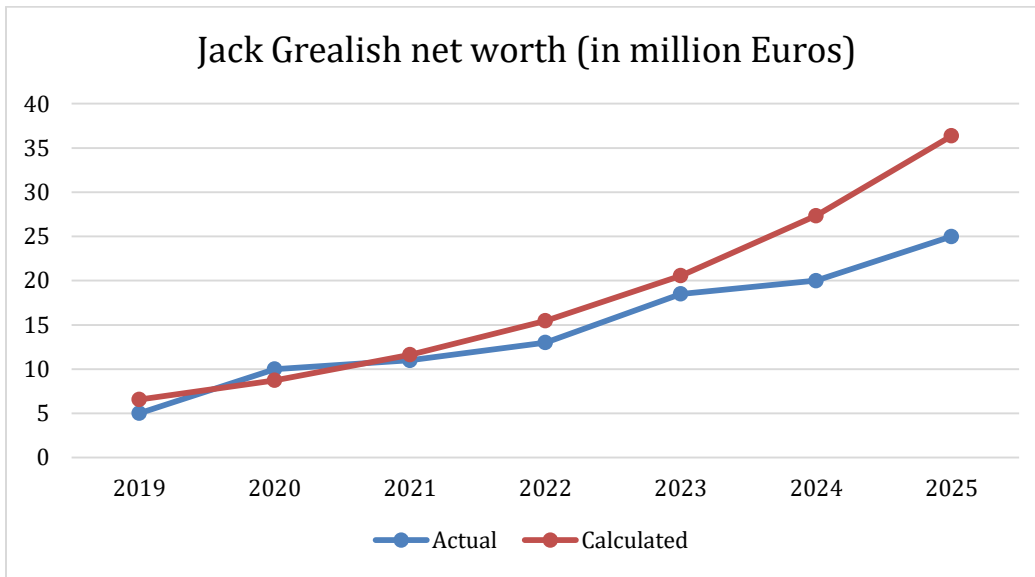
Year	Jack Grealish net worth (in million Euros)
2019	5
2020	10
2021	11
2022	13
2023	18.5
2024	20
2025	25

Again considering x = 2019 as 1, 2018 as 22025 as 7.

Taking y as number of net worth of Jack Grealish (in million Euros)

We plotted a graph and try to draw different graphs by hand fitting, converting maximum numbers of points.

We get exponential equation.



Graph 8: Jack Grealish Net worth (in millions USD) from 2019 to 2025

$$\text{Formula: } y = 4.94 * (1.33)^x$$

Where “y” represents net worth of Jack Grealish (in million Euros) from 2019 to 2025 and “x” represents 1, 2, 3..... (1 represents 2019, 2 represents 2020 and so on)

9. Conclusion

The strategic partnership between luxury brands and football celebrities represents far more than a temporary marketing trend. It reflects a fundamental evolution in how premium brands connect with contemporary consumers in an increasingly digital, global, and values-conscious marketplace. This research has demonstrated that luxury brands choose football celebrities as ambassadors because they offer unmatched social media reach with hundreds of millions of engaged followers, credible access to younger demographics who represent the future of luxury consumption, authentic credibility that transfers to endorsed brands, and global recognition that works across diverse markets simultaneously.

The data clearly supports the financial effectiveness of these partnerships. Football sponsorships deliver 10-15% higher ROI compared to other advertising forms, individual footballer partnerships generate millions in earned media value, and football events like the FIFA World Cup create marketing opportunities worth billions in projected sponsorship revenue. Beyond these quantifiable returns, football celebrity partnerships provide luxury brands with emotional connections to cultural moments, enhanced brand perception among target demographics, and positioning as culturally relevant rather than disconnected from contemporary consumer interests.

The psychological foundations of these partnerships credibility transfer, social proof, aspirational identity, and match-up between athlete image and brand values explain why consumers respond so positively to football celebrity endorsements of luxury brands. When executed authentically with genuine alignment between player and brand, these partnerships feel like natural extensions of both parties rather than purely transactional marketing arrangements.

Looking forward, the intersection of luxury brands and football will likely deepen rather than diminish. As football's global popularity continues growing, as younger consumers continue valuing authenticity and cultural relevance, and as social media platforms continue dominating how people discover and engage with brands, football celebrities will remain extremely valuable marketing partners for luxury brands. The brands that succeed will be those that approach these partnerships strategically, selecting ambassadors who genuinely align with brand values, creating authentic content that resonates with

football fans, and measuring returns through comprehensive frameworks that capture both immediate sales impacts and longer-term brand health improvements.

The revenue increases that luxury brands achieve through football marketing during major events justify continued and likely increasing investment in this space. The 2026 FIFA World Cup in North America will provide the next major test case for this marketing approach, with expanded format, enormous North American market access, and projected record sponsorship revenues. Luxury brands that effectively leverage football celebrity partnerships and event marketing will be positioned to capture disproportionate value from the global attention that football commands.

This research has limitations including reliance on publicly available financial data rather than proprietary brand metrics, focus primarily on male football rather than the growing women's football market, and limited longitudinal analysis of partnership effectiveness over multiple years. Future research should examine how luxury brands are adapting these strategies for women's football partnerships, whether partnership effectiveness differs across luxury categories like fashion versus watches versus automobiles, and how the rise of new social media platforms and changing consumer behaviors might reshape optimal approaches to football celebrity partnerships.

Nevertheless, the evidence is clear. Luxury brands choose football celebrities because they work. Marketing during football events drives revenue because fans are passionately engaged and emotionally invested. As long as football remains the world's most popular sport and as long as football celebrities continue building massive authentic followings across digital platforms, luxury brands will continue investing in these partnerships as a core component of their global marketing strategies.

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