Tony Parker Tissot’s New Global Ambassador

Posted on



Tony Parker, professional basketball player

French professional basketball player Tony Parker is joining the high profile, multi-discipline Tissot ambassador team. This appointment adds a further highlight to the brand’s established passion for the fast-paced, precision-dependent sport. The captain of the French national basketball team and NBA’s San Antonio Spurs player scores highly on the international scene for his energy, apparent fearlessness and strong sense of social responsibility. As Official Timekeeper of FIBA (International Basketball Federation), Tissot visibly shares the new ambassador’s dedication to performance and looks forward to a winning partnership.

Tony Parker’s European roots and international recognition mirror the positioning of the Tissot brand. At the contract signing, Tissot President François Thiébaud

commented, “We are honoured to have Tony Parker in the international Tissot ambassador team. His natural talent and focused determination are deeply impressive and our partnership will help spread his inspirational qualities around the world. Who knows? Maybe on one of his trips home to Paris he may find time to pass by and visit our new store on the Champs-Elysées!” It was at this newly opened Tissot boutique that the signing took place.