



Murat Yakin's Swiss watch has perfect villain energy

Somehow, Switzerland's manager has gone viral for just being his good-looking, well put together self. Amid all the attention sits a striking piece of horology from an independent Swiss watchmaker you need to know more about



By [Mike Christensen](#)

11 July 2026

The [World Cup](#) spotlight does strange things to, and for, people. We've seen it with [Vozinha](#). [Erling Haaland](#) is blowing up. And now it's the turn of Murat Yakin, Switzerland's unsuspecting 51-year-old national team manager, who's been in the job for five years, three major tournaments and counting, and – in the build up to a quarter-final against [Leo Messi's](#) Argentina – finds himself a phone call away from a [Quentin Tarantino](#) audition. At least that's what all the memes are leading us to believe.

For the past few weeks, Yakin has been doing what much of Switzerland and its population are very good at doing; working efficiently and minding his own business. Victories in Group B over Bosnia-Herzegovina and hosts Canada set up a round of 32 meeting with Algeria, which they came through unscathed (2-0). Onto a last 16 fixture against Colombia, Switzerland somehow came through that one to win 4-3 on penalties. It was in this game – amid the scenes of celebration – that people started to become obsessed with Yakin. The [Mads Mikkelsen](#) likeness was born, as were [the '80s drug baron memes](#).

A good tan, some vintage sunnies and a silver fox haircut aren't Yakin's only villainous attributes though. A closer look at his right wrist shows us he's packing some serious horological weaponry. Shock horror, he is Swiss after all. But given the world is surely his oyster when it comes to what watch to wear, he's blanked the [Rolex](#) and [Pateks](#) of the world; he's turned a blind eye to Hublot, despite their close ties with football over the past decade or so. Hell, he's even shunned the Swiss team's official watch partner, mad dog's [Norgain](#), and instead has joined forces with an [indie watchmaker](#) that was only founded in 2010; Cyrus, and his weapon of choice is a badass black Klepcys GMT Retrograde. This young Swiss watchmaker prides itself on being unique and a creative daredevil. It's not out here to make watches people have seen before, rather to triumph over innovation, or at least die trying. And thanks to master watchmaker Jean-François Mojon, the brand is hitting that sweet spot of thriving in IYKYK territory without *too many* people noticing. Though maybe that will change the more Yakin's star rises.



"You don't really expect to see Switzerland in the quarter-finals, even though they have been decent for a while now," says Chris Hall of [The Fourth Wheel](#), who has some thoughts on Yakin's deadly watch: "It seems

like in their rush to sponsor every piece of sport going, the nation's biggest watchmakers missed what was right under their noses. So, in a pairing that befits the side's status as overachievers, manager Murat Yakin wears a little-known indie brand instead. Truly, it's a very Swiss move, championing authentic watchmaking over global luxury brands."

Argentina now awaits, and we're all thinking it. Surely this is where Switzerland's World Cup story comes to an end? With Yakin's powers of persuasion at play, you never know.

"For me, excellence is not a destination but a continuous pursuit. Whether on the touchline or in everyday life, success comes from discipline, precision, and the determination to keep improving," Yakin tells us via email, who is a wearer and friend of the Cyrus. "These are the values I share with Cyrus Watches. The Klepcys GMT Retrograde embodies this philosophy with remarkable craftsmanship and an intuitive dual-time function that makes every journey effortless. It is more than a timepiece – it is a trusted companion that keeps pace with my life, wherever it takes me."

We rate Yakin even more for this flex, with his whole dare to be different vibe extending to his wristwear. And despite the watch's rather oddball appearance, it is a suitably functional [GMT](#). Given Yakin is currently operating on a different timezone to usual, we bet he's actually using that to keep track of the time back home. Indeed, the watch is made to be, in the brand's words, 'a trusty companion for globetrotters'. We'll have to wait and see how much more trotting around America Yakin has left in him.