

OUR STAGE IS NOW: IWC UNVEILS NEW CAMPAIGN WITH BRAND AMBASSADOR EILEEN GU

Schaffhausen, 25th January 2022 – Following the successful launch of new Pilot's Watches, IWC Schaffhausen has unveiled an advertising campaign featuring Eileen Gu, its latest brand ambassador. Eighteen-year-old Gu is a rising freestyle skiing star, a sought-after fashion model and an aspiring university student. She uses her voice to drive change in her sport, aiming to inspire and empower the younger generation across the globe.

The new campaign pairs the skiing prodigy with the new Pilot's Watch Chronograph 41. This modern take on a classic design has a stainless-steel case in a compact 41-mm size, blue or green dial and an in-house movement. Exemplifying the performance, innovation and technical excellence of IWC's legendary Pilot's Watches, the Chronograph 41 also features a quick-change strap system, enabling the wearer to adapt their watch swiftly to different surroundings. With such a contemporary and versatile design, it's the ideal choice for adventurers, athletes, fashion pioneers, and bright young talents, just like Gu.

Shot in a skateboard park and featuring action-packed imagery of Gu on a board, the new campaign is candid and challenging. In the TV spot, footage of Gu skating in the park and on the slopes is combined with her talking directly to the camera, asking the viewer to rethink preconceptions and push for their dreams, whatever they may be. She explains, "Our stage is not the future. Our stage is now", as she speaks to her modern and multi-faceted generation.

"As the youngest member of the IWC family, Eileen has already accomplished more than many others manage in a lifetime. We are so happy to partner with Eileen on

this new campaign to inspire the younger generation to break the boundaries, fully express themselves and pursue their dreams," explains Franziska Gsell, Chief Marketing Officer, IWC Schaffhausen.

In the campaign, Gu demonstrates perfectly the talent and determination she relies on in her career, expressing herself with confidence and passion. Joining the world of freestyle skiing when she was just eight, Gu has broken one record after another over the past decade, most recently becoming the first woman to land a forward double cork 1440 in 2021. She is currently enjoying an extraordinary competitive run, taking first place six times and second place twice in her last eight World Cup competitions in the US and Canada and becoming the first skier ever to win four consecutive freestyle World Cup competitions.

Eileen's commitment stretches far beyond her achievements in sport or modeling. From the start of her career, she has made it a priority to be a voice of change and an activist for women's empowerment, as well as a positive role model for the younger generation. She aims to inspire millions of young people to pursue their dreams and live meaningful lives a goal this new campaign perfectly encapsulates.

IWC SCHAFFHAUSEN

In 1868, the American watchmaker and entrepreneur Florentine Ariosto Jones travelled from Boston to Switzerland and founded the 'International Watch Company' in Schaffhausen. His visionary dream was to combine advanced American manufacturing methods with the craftsmanship of Swiss watchmakers to make the best pocket watches of his time. In doing so, he not only laid the foundation for IWC's unique engineering approach but also established the centralised production of mechanical watches in Switzerland.

Over its 150 year history, IWC Schaffhausen has developed a reputation for creating functional complications, especially chronographs and calendars, which are ingenious, robust, and easy for customers to use. A pioneer in the use of titanium and ceramics, IWC today specialises in highly engineered technical watch cases manufactured from advanced materials, such as titanium-aluminide and Ceratanium®. Preferring the principle of "form follows function" over decoration, the Swiss watch manufacturer's timeless creations embody their owners' dreams and ambitions as they journey through life.

IWC sources materials responsibly and takes action to minimise its impact on the environment, creating intrinsically sustainable timepieces that are built to last for generations. The company prides itself in training its own future watchmakers and engineers, as well as offering an excellent working environment for all employees. IWC also partners with organisations that work globally to support children and young people.

DOWNLOADS

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