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## EILEEN GU AND IWC SCHAFFHAUSEN HOST TRAINING DAY WITH KIDS AHEAD OF ASPEN WINTER X GAMES

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Aspen, United States, 25<sup>th</sup> January, 2023 – IWC Schaffhausen's Friend of the Brand and two-time Olympic gold medallist freestyle skier Eileen Gu took to the slopes of Aspen, Colorado, with young skiers. Indicative of her ongoing commitment to inspiring future generations through her sport, Gu participated in a special ski training day organised by the Swiss luxury watchmaker and was accompanied by skiers from Snowmass's local community.

Gu joined the IWC family in August 2021 and became the youngest Olympic champion in freestyle skiing after winning two gold medals and a silver medal at Beijing's 2022 Winter Olympics. As well as being a sought-after model and student at the prestigious Stanford University, the skier is a powerful advocate for improving representation and inclusion in her sport and is driven by a desire to inspire millions of young kids to pursue their ski dreams.

In addition to her university studies in California, Gu remains dedicated to her freestyle career and is currently hard at work training for the upcoming Winter X Games in Aspen taking place from 29<sup>th</sup> – 31<sup>st</sup> January. After nearly a year away from the slopes, Eileen confirmed her status as the favourite with a double victory last week at the Freestyle Ski World Cup in Calgary (21<sup>st</sup> January) catapulting her to the top of the overall rankings. By organising a memorable and fun day on the Colorado slopes alongside young skiers from the local Aspen Valley Ski and Snowboard Club and IWC local partner Meridian Jewellers, IWC Schaffhausen has combined both of Gu's passions: skiing and empowering the next generation to excel in the sport.

"I was so excited to spend the day on the mountains with this group of incredible skiers!" explained Gu. "So much about skiing comes down to confidence. It's a super personal and expressive sport, so the more time you devote, the more it pays off in your ability. It was fantastic to share my passion – and some tips and tricks – with the young men and women here. I hope they will be inspired to follow their dreams."

While in action on the mountain, Gu chose to wear IWC Schaffhausen's Pilot's Watch Chronograph TOP GUN in Jet Black (Ref. IW389101), with its black ceramic 44.5-millimetre case, black dial, black hands and black textile strap.

Later she swapped her watch to wear a Pilot's Watch Chronograph 41 (Ref. IW388102). This modern take on a classic design has an elegant stainless-steel case in a compact 41-mm size, a blue dial, and an IWC-manufactured movement. Exemplifying the performance, innovation, and technical excellence of IWC's legendary Pilot's Watches, the Chronograph 41 also features IWC's EasX-CHANGE® 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.

## IWC SCHAFFHAUSEN

IWC Schaffhausen is a leading Swiss luxury watch manufacturer based in Schaffhausen in the north-eastern part of Switzerland. With collections like the Portugieser and the Pilot's Watches, the brand covers the whole spectrum from elegant to sports watches. Founded in 1868 by the American watchmaker and engineer Florentine Ariosto Jones, IWC is known for its unique engineering approach to watchmaking, combining the best of human craftsmanship and creativity with cutting-edge technology and processes.

Over its more than 150-year history, IWC has earned a reputation for creating professional instrument watches and 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 watch cases manufactured from advanced materials, such as coloured ceramics, Ceratanium®, and titanium aluminide.

A leader in sustainable luxury watchmaking, IWC sources materials responsibly and takes action to minimise its impact on the environment. Along the pillars of transparency, circularity, and responsibility, the brand crafts timepieces built to last for generations and continuously improves every element of how it manufactures, distributes, and services its products in the most responsible way. IWC also partners with organisations that work globally to support children and young people.

## DOWNLOADS

Images can be downloaded free of charge from [press.iwc.com](http://press.iwc.com)

## FURTHER INFORMATION

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