
SKATEBOARDING WORLD CHAMPION JAGGER EATON JOINS THE IWC FAMILY

Schaffhausen/San Diego, 26th April 2023: IWC Schaffhausen proudly welcomes Jagger Eaton to the IWC family as the newest Friend of the Brand. The two-time skateboarding World Champion and Olympic Medalist, Jagger Eaton, is known for his raw talent, perseverance, and confidence. With a shared appreciation for sports, IWC and Eaton are bound together by their dedication to pushing the limits of what is achievable.

Jagger Eaton represents a new generation of young skateboarding talent. Born in 2001 to owners of a skatepark in Arizona, Eaton has been skating since the ripe age of four. With support from his family, he quickly realized his passion for skating. His remarkable versatility in both street and park skateboarding has helped cement his career as a professional skateboarder.

Eaton recently became the only athlete to win the World Championships in street and park. This secured his position as the first competitor on the USA Skateboarding National Team to compete in both disciplines. In 2012, he set the record back then as the youngest competitor ever to compete in the X Games, as well as the youngest winner of the coveted Tampa Am (2014). He was also the only American athlete to podium in the Men's Skateboarding Street discipline in the sport's Olympic inauguration at the 2020 Tokyo Olympics Games.

"I am excited to join IWC as their first skateboard athlete. I resonate a lot with the brand because, like IWC, I always push myself but never forget where I came from. I still recall the exact moment I knew I wanted to skateboard professionally. Although it has not been without its challenges, I have always remembered to enjoy the ride. Moments like these are a testament to hard work and that it pays off to believe in oneself," says Jagger Eaton.

His impressive list of achievements also includes winning gold and silver in Men's Street at the X Games in Minneapolis (2017 and 2018); silver in Men's Park in Minneapolis (2019); a Tampa Pro win (2018); and gold in Men's Park at the X Games in Chiba (2022).

Apart from being a great competitor, Eaton is fully committed to community give-back initiatives. Understanding the impact that his family's skatepark had on his own career, he wants to make skateboarding more accessible to kids. This ambition is reflected in his work with the skateboard brand, The Heart Supply, which annually gives away skateboards in hopes of putting them under as many new feet as possible. Eaton also participates in their non-profit initiative that goes to Xala, Mexico multiple times a year and engages in reforestation efforts to offset the impact of hardwood skateboards.

"At IWC, we care greatly about sports which is why it is an immense pleasure to welcome the young and remarkable Jagger into our family. His sport requires precision, determination, and confidence. It shines through his personality and perfectly matches the IWC spirit. We cannot wait to see him and this partnership flourish," states Franziska Gsell, CMO at IWC Schaffhausen

Today, Eaton visited the IWC boutique in San Diego, California to pick up his all-black **IWC Pilot's Watch Chronograph 41 TOP GUN Ceratanium®** (Ref. IW388106). Made from the patented Ceratanium®, it is as tough and almost as light as titanium yet similarly as hard and scratch-resistant as ceramic. "For skateboarding, you need to be resilient just like this watch. That is what this piece and I have in common – we are both practically unbreakable and scratch-resistant," said Eaton with a wink. The timepiece features hands and detailing with luminescent material in a subdued white. Powered by the IWC-manufactured 69385 caliber, the chronograph movement is a classic column-wheel design with a day and date display at 3 o'clock. It is completed with a rubber strap with textile inlay.

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.

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Images can be obtained from press.iwc.com

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