
IWC WELCOMES ACTOR BRADLEY COOPER ABOARD AS NEW BRAND AMBASSADOR

Geneva, 16 January 2018 – At the Salon International de la Haute Horlogerie (SIHH), IWC Schaffhausen welcomed Bradley Cooper as a new brand ambassador.

“We are happy to welcome Bradley Cooper to our exclusive circle of brand ambassadors. With his pursuit of quality and creativity, he is a perfect match for IWC, a brand which in the course of its 150-year history has continued to renew itself and delights people the world over with its passion for handcrafted watchmaking,” says Christoph Grainger-Herr, CEO of IWC Schaffhausen. The Swiss luxury watch manufacturer is looking forward to further collaborations with Cooper in the year of its 150th anniversary.

FOUR-TIME OSCAR NOMINEE

Bradley Cooper was born on 5 January 1975 in Pennsylvania and attended acting school in New York. He was nominated for his first Oscar in 2012 for his leading role in the movie “Silver Linings Playbook”. He received his second nomination in 2014 for a supporting role in “American Hustle”. He received two nominations as an actor and producer in 2015 for his critically acclaimed role in “American Sniper”. Cooper was nominated for a Tony award in 2014 for the play, “The Elephant Man” which he previously performed at the Williamstown Theatre Festival and later went on to perform in London’s West End. Cooper made his commercial breakthrough with the lead role in the comedy, “The Hangover”. This October, Cooper will make his directorial debut with “A Star is Born” playing opposite Lady Gaga in which he also wrote alongside, Will Fetters and Eric Roth. The film will be released on 5 October 2018 by Warner Brothers.

In 2014, Cooper started The Bradley Charles Cooper Foundation with a pilot program, The Charles J. Cooper Patient Support Fund, which aims to bring care coordination, financial assistance and support to patients diagnosed with cancer and their families all over the country.

IWC SCHAFFHAUSEN

With a clear focus on technology and development, the Swiss watch manufacturer IWC Schaffhausen has been producing timepieces of lasting value since 1868. The company has gained an international reputation based on a passion for innovation and technical ingenuity. One of the world’s leading brands in the luxury watch segment, IWC crafts masterpieces of haute horlogerie at their finest, combining supreme precision with exclusive design. As an ecologically and socially responsible company, IWC is committed to sustainable production, supports institutions around the globe in their work with children and young people, and maintains partnerships with organizations dedicated to environmental protection.

DOWNLOADS

Images of the SIHH gala can be downloaded free of charge at press.iwc.com

FURTHER INFORMATION

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