

ADVERTISING

Harry Winston plays new tune with ambassador Robin Thicke

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Robin Thicke wearing Opus 14

By STAFF REPORTS

Swatch-owned jeweler Harry Winston is looking for pop appeal with the addition of Robin Thicke as its newest ambassador.

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At an event celebrating the release of the watchmaker's 14th avant-garde creation in its Opus series of Swiss-made watches, the brand announced the singer-songwriter as its timepiece ambassador. The chart-topping artist will raise awareness for the brand via media and promotions.

Rhythm and blues

Mr. Thicke was announced as the brand ambassador at an October launch event for Opus 14, at which he performed.



Harry Winston Opus 14 launch in Baden-Baden

Since 2001, Harry Winston has been highlighting unique talents within the watchmaking community through its Opus project. Opus 14 represents a partnership with Franck Orny and Johnny Girardin, who were given a blank slate on which to experiment.

The resulting timepiece takes inspiration from an icon of the 1950s, the jukebox. Movements are designed to look like records, while other elements are meant to resemble the classic diner, the speedometer on a car or the Route 66

highway sign.



Opus 14

With a starting point of a juke box, Mr. Thicke is a fitting choice for ambassador. In a different time, his music, including the number one hit "Blurred Lines," would have been featured on a juke box.

"We are proud to introduce Robin Thicke as our timepiece ambassador," said Nayla Hayek, CEO of Harry Winston, Inc. "As a distinguished recording artist, Robin's natural ability to translate emotion into sound, passion for creating timeless music that transcends genres and generations, and commitment to music-oriented community programs, perfectly complements the origins of the Harry Winston story and captures the creative and innovative spirit behind its timepiece designs. "

In addition to his musical success, Mr. Thicke has been in the tabloids and other news outlets frequently in the past years, due to his public divorce from actress Paula Patton and a legal dispute with Marvin Gaye's family over the alleged plagiarism of the soul singer's track "Got to Give It Up."

Sometimes, brands go for headline-making ambassadors, giving them an opportunity to reach an intrigued audience.

Swiss watchmaker Tag Heuer has named professional NFL footballer Tom Brady its newest brand ambassador.

The New England Patriots quarterback and four-time Superbowl champion was introduced to brand fans via a social film, which shows the athlete's determination through montages of him running, throwing and sweatily contemplating what he has to do. For the majority of this year, Mr. Brady has been at the center of a scandal revolving around underinflated footballs that may have led to his team's latest Superbowl win, giving Tag Heuer a newsy face for a partner ([see story](#)).

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