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Tag Heuer puts a face to watch displays through ambassador project

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Tag Heuer Carrera Connected watch

By STAFF REPORTS

Swiss watchmaker Tag Heuer is taking its ambassador relationship a step further through consumer-facing personalization.

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Tag Heuer works with a stable of ambassadors, ranging from pop stars to star athletes, all of whom embody the watchmaker's motto of "Don't crack under pressure." Now, Tag Heuer has collaborated with its ambassadors on watch faces created for its Tag Heuer Connected smart watch.

Face time

Last November Tag Heuer unveiled its smartwatch through a livestream event held on social media after months of anticipation. The watchmaker announced the Tag Heuer Carrera Connected Watch, a collaboration with Google and Intel, during a press conference held at Baselworld 2015 in March, the watch industry's most revered event ([see story](#)).

Along with 10 of its prestigious ambassadors, Tag Heuer is now offering its Connected Watch wearers with an exclusive collection of watch faces co-designed by its celebrity partners.

For the project, Tag Heuer worked with footballer Cristiano Ronaldo, DJ David Guetta, singers the Nervo Sisters, NFL quarterback Tom Brady, tennis player Kei Nishikori, baseball player Giancarlo Stanton, basketball player Jeremy Lin, golfer Jessica Korda, pop star G.E.M. and surfer Kai Lenny. Tag Heuer CEO and president of the LVMH Watch Division, Jean-Claude Biver also created a personalized watch face.



Each ambassador drafted their personalized watch face alongside Mr. Biver. The resulting design is personalized and exclusive, containing cues to each ambassador's personality.

The 11 watch faces designed for the Tag Heuer Connected watch are available through the Tag Heuer Connected mobile application.

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