

EVENTS/CAUSES

Tag Heuer makes music with millennials through Coachella sponsorship

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Coachella Valley Music & Arts Festival

By STAFF REPORTS

Swiss watchmaker Tag Heuer is reaching out to a younger generation through a new partnership with the Coachella Valley Music & Arts Festival.

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Tag Heuer has become the official watch of the event, sponsoring the two-weekend affair in Indio, CA. Music festivals are becoming a sought after venue for luxury brands looking to reach the millennial consumer who will be their customers of tomorrow.

Making a connection

Coachella is the highest grossing music festival, and the event continues to break its own records, selling out its 198,000 tickets last year.

This year, Coachella is running during the weekends of April 15-17 and April 22-24.

During the festival, Tag Heuer will have a branded tent in the VIP section. Guests will have access to a photo booth, which will create social media content, and they can also explore Tag Heuer's connected watch via an interactive display.



Coachella

At its booth, Tag Heuer will reveal the Special Edition Carrera, a mechanical version of its smartwatch, which is the only timepiece to include the Calibre 5 automatic movement.

"Tag Heuer is known in the U.S. as a luxury sport brand, a perception which honors our heritage and mastery of the

chronograph movement, however, we also want to distinguish ourselves in other spheres of life to reach different audiences," said Jean-Claude Biver, CEO of Tag Heuer and president of the LVMH Group's watches division, in a statement.

"We've connected with new fans of Tag Heuer through our support of musical events and talent, and our ability to communicate with a younger generation will be furthered by this new partnership," he said. "We are proud to be associated with Coachella, one of the most popular music festivals in the world."

A number of brands have staged interactive experiences for festival attendees.

Department store chain Nordstrom is giving festival attendees a place to relax and recharge, fostering a sense of calm in the middle of what can be a chaotic scene.

Speaking to a millennial crowd, the retailer's Pod contains phone charging stations, a photo booth and a bevy of beauty supplies, giving consumers a reason to visit and return for touchups or photo opportunities. The retailer's pop-up premiered at Austin's South by Southwest March 17-19 and will continue on to other music events in the United States this spring ([see story](#)).

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