

JEWELRY

## Tag Heuer taps bold confidence of Bella Hadid to court youth

February 14, 2017



*Bella Hadid with Tag Heuer CEO Jean-Claude Biver*

By STAFF REPORTS

Swiss watchmaker Tag Heuer has signed 2016 Model of the Year, Bella Hadid, as its new female ambassador.

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In a short time, Ms. Hadid has inked campaign deals with the likes of Bulgari, Dior and Fendi on top of walking the runway for nearly every major fashion brand. Ms. Hadid's partnership with Tag Heuer shows that her appeal extends beyond the apparel and accessories circuit, and most notably her 10 million follower-strong social media presence will help the watchmaker interact with a younger consumer demographic.

### Model movements

After a short period of teasing Ms. Hadid's appointment on social media by only showing a portion of the model's body and asking fans to guess, Tag Heuer made the official announcement during a brand event.

During the event, singer Leona Lewis performed and Tag Heuer CEO Jean-Claude Biver made the announcement.

Imagery shared by the brand shows Ms. Hadid in workout gear, sporting Tag Heuer branded boxing gloves. The model often boxes to stay in shape, making the images authentic and relative to Ms. Hadid's personal life.

Similarly, Ms. Hadid's older sister Gigi, who is the face of Stuart Weitzman, has been shown in athletic poses and photographed in a boxing gym for the brand's campaigns to highlight her ability and hobbies ([see story](#)).



### *Bella Hadid for Tag Heuer*

At the event, Mr. Biver said, "I am delighted to welcome Bella into the family of Tag Heuer ambassadors. Having Bella on the team enables me to reconnect Tag Heuer with the millennials and young generations, and also with the brand's avant-garde spirit, the spirit which drives us to do things differently, to innovate and to dare.

"The Tag Heuer family has a real team spirit. We need someone like Bella to help us capture the bold and confident spirit of young people today," he said. "Thank you for joining us, Bella, welcome to the team."

On Tag Heuer's Web site, the LVMH-owned watchmaker features a Q&A with Ms. Hadid as well as a profile of the 20-year-old model and a behind-the-scenes video of a campaign shoot.

### *Tag Heuer / Bella Hadid*

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