

JEWELRY

Tag Heuer pulls campaign after tragedy strikes

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Cara Delevingne's campaign with Tag Heuer is canceled. Image credit: @caradelevingne.

By STAFF REPORTS

LVMH-owned watchmaker Tag Heuer hastily canceled its newest campaign with model Cara Delevingne and subsequent celebratory event after its backdrop was the scene of a recent tragedy.

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In December, Ms. Delevingne took to social media to express her amazement over the once-in-a-lifetime experience of shooting with lions at a South African wildlife reserve for Tag Heuer. But according to a report from the *Daily Mail*, the campaign featuring the model that was to be launched this week was quickly canceled after an unfortunate accident on the reserve ended in the death of a visitor.

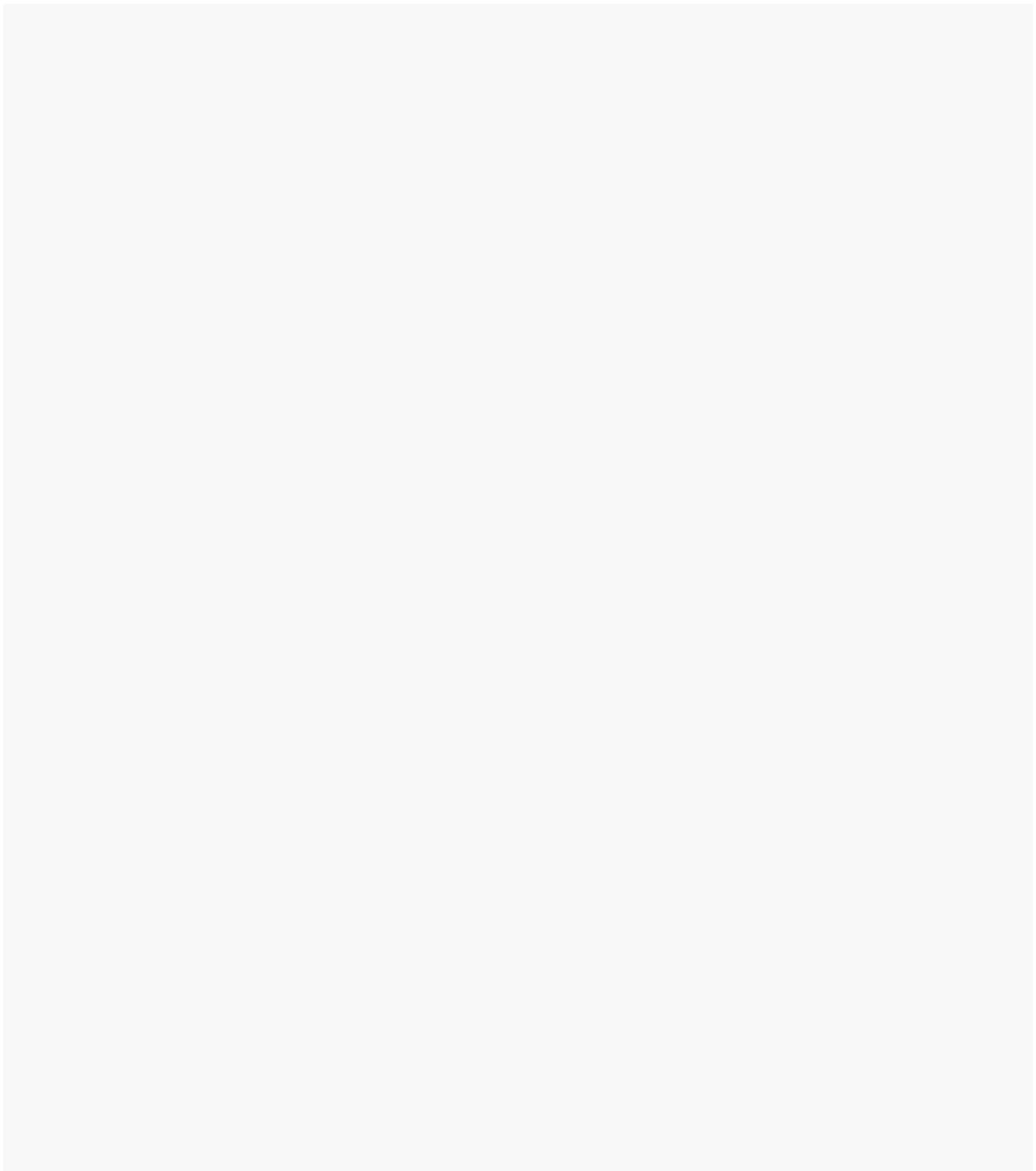
Tragedy strikes

While the Tag Heuer model was assured of her safety as she got up close and personal with lions at the preserve alongside their handler, a woman visiting the area was attacked by one of the animals.

On Feb. 27 at the Dinokeng Game Reserve, an unnamed woman was mauled by one of the animals and unfortunately lost her life. The 22-year-old woman came into contact with the lioness as she was on the hunt for an antelope.

Tag Heuer was to start off the campaign at a launch on Feb. 28, but upon hearing the news canceled the event. In respect for the family, Tag Heuer has subsequently pulled the campaign altogether.

The canceled photo series was a multi-million dollar campaign that featured the supermodel up close and personal with the animals, and Tag Heuer's event was set to raise tens of thousands of pounds for charity, says the *Daily Mail*.



I am so humbled to have had the experience to work with such an inspiring animal up close. It really gave me a first hand experience (literally) how awful it is to be confined to a cage. A lot more to come... #rolereversal

A post shared by Cara Delevingne (@caradelevingne) on Dec 10, 2017 at 12:04pm PST

"Due to the deeply sad and shocking death at a reserve, which was used as a backdrop to the campaign, we have decided to cancel out of respect for the family of the deceased," said Tag Heuer in a statement.

Brands are often forced to react to various tragedies that are outside of their control. It is how these luxury brands respond that shows their true colors.

For instance, auction house Bonhams helped support the victims of London's Grenfell Tower fire through art.

Bonhams acted as the auctioneer for the Art4Grenfell charity sale that saw works donated by talents such as Boy George and Alison Hunter to the cause. Art is often used as a fundraising appeal, with works from eminent artists fetching significant sums for causes ([see more](#)).

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