

JEWELRY

## IWC Schaffhausen latest watch brand to tap Tom Brady

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Tom Brady joins IWC Schaffhausen. Image credit: IWC Schaffhausen

By STAFF REPORTS

Swiss watchmaker IWC Schaffhausen is tapping a coveted ambassador in a move it believes embodies greatness.

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NFL quarterback Tom Brady is joining IWC as a representative for the brand, which IWC states is a perfect fit as the two are "best in class" with "shared principles of excellence." The partnership will result in a number of future campaigns and initiatives.

"I am honored to be partnering with IWC Schaffhausen, a brand I've long admired, not only for their timeless design but their precise engineering and attention to detail," Mr. Brady said in a statement. "I am excited to be part of the IWC family and look forward to collaborating with their talented team to share the brand's unique heritage globally."

Passing the ball

The quarterback is known for his many titles in the NFL, including having the most wins of any quarterback in the league and the most touchback passes of any other player in history.

"Tom Brady is arguably the best quarterback of all time, but also an admired role model," said Christoph Grainger-Herr, CEO of IWC Schaffhausen, in a statement. "On the field, his focus is on performance and precision; off the field, he is a true gentleman, incredible father and husband while also embodying elegance and style."

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IWC Schaffhausen is pleased to announce its partnership with iconic athlete @tombrady. With six Super Bowl titles, four Super Bowl MVP Awards, three League MVP Awards, and 16 Division titles Tom Brady embodies greatness. IWC and Brady are both best in class and their shared principles of excellence and timeless style make their partnership a seamless fit. #IWCAmbassador #IWCPilot

A post shared by IWC Schaffhausen (@iwcwatches) on Jun 25, 2019 at 5:16am PDT

### *Instagram post from IWC Schaffhausen*

Mr. Brady is also a timepiece connoisseur. Within his collection are a number of IWC pieces such as the Pilot's Watch Chronograph Top Gun Miramar and the Portugieser Perpetual Calendar.

However, IWC is not the first watch brand that Mr. Brady has partnered with.

Swiss watchmaker Tag Heuer named Mr. Brady its brand ambassador in 2015.

The New England Patriots quarterback and six-time Super Bowl 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 that year, Mr. Brady was at the center of a scandal revolving around underinflated footballs that may have led to his team's latest Super Bowl win, which gave Tag Heuer a newsy face for a partner ([see story](#)).

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