

WATCHES AND JEWELRY

## When Lady Gaga meets David Beckham

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*Tudor brand ambassadors David Beckham and Lady Gaga made the best of their time in Los Angeles. Image credit: Tudor*

By STAFF REPORTS

When Rolex-owned Tudor ambassadors Lady Gaga met David Beckham for the first time "somewhere in Los Angeles," they talked.

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How to address Lady Gaga, Mr. Beckham asked in his most gentlemanly manner? "Lady or Gaga is fine," came the answer. Lady Gaga would be too formal. Laughter ensued.

And Mr. Beckham, would that work for him? No, that would be too formal. David is just fine, was the former footballer's reply.

And thus set off a three-minute and forty-four-second video campaign for Tudor, a lower-priced sibling to Rolex.



*Both Lady Gaga and David Beckham got straight to the point about what really mattered. Image credit: Tudor*

The goal was for the brand ambassadors to get to know each other and for hundreds of thousands of their fans and fans of Tudor, and possible customers to get to know them and the brand they wore on their wrists as they chitchatted on a pleasant, sunny LA day.

Out came a deck of cards. Lady shuffled and Mr. Beckham picked. Who is your idol? His hairdresser mum, still at work in London at 70. For Lady, it was her two grandmothers, always there for her during tough times and with a

chin-up philosophy.

Another card. What is next for you? Lady said she was not sure but would "let creativity come her way." What she was sure of was "there will be a burst of inspiration."

Camera shows the watches every so often, but ever so discreetly.



*To be honest ... Image credit: Tudor*

Black jack next.

What is your most daring moment?

With Tudor, it was free diving and snowboarding, Mr. Beckham said.

That was the only time the brand was brought up in the entire conversation.

Also, moving football [soccer in the United States] clubs from his native Britain's Manchester [United] to [Real] Madrid, where the language and culture was different, Mr. Beckham said. And then to the U.S., where he played for the Los Angeles Galaxy club.

The U.S. move was daring professionally, Mr. Beckham said, but anytime someone said don't do it, "I'm doing it."

Lady nodded. She too never gave up.

Mr. Beckham had a question: Lady's style affected culture and so many people. Was she aware?

Modest, she said God did not put her on earth to be loved by the world, "God put me on this earth to help people love themselves more."

The conversation was drawing to a close.

Mr. Beckham said they both should be grateful to "have a voice and make good use of that."

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