

WATCHES AND JEWELRY

Tag Heuer taps tennis star Naomi Osaka as ambassador

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Naomi Osaka is now an ambassador for two LVMH brands. Image credit: Tag Heuer

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Tag Heuer has enlisted tennis champion Naomi Osaka as its newest ambassador athlete as the brand continues to move in a younger and more diverse direction.

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Ms. Osaka, who has grown into an activist role in recent months, appears in a new film for the watchmaker. The vignette shows how the elite athlete embodies Tag Heuer's ethos of passion and precision.

Winning ambassador

The film begins with Ms. Osaka on the tennis court, practicing in the early morning hours. This highlights her work ethic while soft lighting adds a more elegant feel to the campaign.

Ms. Osaka shares how she began playing tennis at a young age with lofty aspirations, and how she has grown during her time in the spotlight.

"What I've learned over this past year is that I have a platform and a voice," Ms. Osaka says. "I don't want to be someone that sort of just goes with the flow and everything and doesn't really think for themselves."

Tennis champion Naomi Osaka for Tag Heuer

She also discusses how she views watches as fashionable accessories and expresses her excitement for her new partnership with Tag Heuer.

Earlier this month, Ms. Osaka was also named as an ambassador for another LVMH-owned brand, French fashion label Louis Vuitton.

Ms. Osaka, a three-time Grand Slam champion, will make her debut for the label in the spring/summer 2021 campaign. The 23-year-old athlete, who is of Japanese-Haitian descent, is also finding her voice in activism and has publicly supported social causes including Black Lives Matter.

She is the reigning U.S. Open champion, having won her second tournament title in September 2020. Ms. Osaka received widespread media attention for her vocal support of the Black Lives Matter movement ([see story](#)).

Tag Heuer, in the tradition of other luxury watchmakers, has relationships with several tennis stars. These campaigns often work on several levels, emphasizing the brand's commitment to excellence while appealing to the sport's affluent fanbase.

In a 2019 campaign, Tag Heuer shined a spotlight on rising tennis players.

The effort featured Felix Auger Aliassime, Alex de Minaur, Frances Tiafoe and Denis Shapovalov. At the time, all of the men were 21 or younger ([see story](#)).

On the women's side, Ms. Osaka is joined by fellow Grand Slam champion Petra Kvitov as a Tag Heuer ambassador.

The campaign with Ms. Osaka debuted ahead of next month's Australia Open, the year's first Grand Slam tournament.

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