

WATCHES AND JEWELRY

Tag Heuer taps NBA star as new ambassador

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Professional basketball player Jimmy Butler. Image credit: Tag Heuer

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Tag Heuer has added American professional basketball player Jimmy Butler to its roster of talented athletic ambassadors.

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The Miami Heat forward embodies the brand's values of passion for action, high performance, mental strength and precision. Tag Heuer will accompany Mr. Butler through the remainder of this season and future seasons to come.

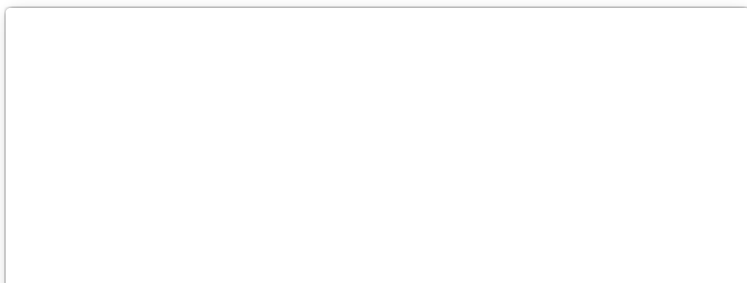
"We are very proud to have Jimmy Butler join the Tag Heuer family," said Benjamin Beaufils, president of **Tag Heuer North America**, in a statement. "His true passion for his sport and commitment to excellence set him apart from the rest in the most impressive ways.

"Jimmy is truly an inspiration as both a skilled athlete and dynamic individual, and we are honored to be part of his journey and support him alongside the Miami Heat this season and beyond."

Teaming up

Mr. Butler joined the Heat in 2019, and was instrumental in leading the team to the 2020 NBA Finals in his first season in Miami.

Prior to his start in Miami, Mr. Butler was the 30th overall pick in the 2011 NBA draft by the Chicago Bulls, where he won the NBA's Most Improved Player Award in 2015. He was also a gold medalist for the U.S. Olympic Men's Basketball Team in the 2016 Olympics in Rio de Janeiro, Brazil.



[View this post on Instagram](#)

A post shared by TAG Heuer (@tagheuer)

Tag Heuer introduced Jimmy Butler on social media

Nicknamed "Jimmy Buckets," Mr. Butler is a five-time NBA All-Star, three-time All-NBA Team honoree and four-time NBA All-Defensive Team honoree.

Off the court, the 31 year-old athlete is known as a global style icon, watch aficionado, master brewer of his new company Big Face Coffee. The Texas native also works with several charitable initiatives for children in Chicago and Miami.

While Tag Heuer is the first luxury brand to partner with Mr. Butler, he also has endorsement deals with beer brand Michelob Ultra and Chinese sneaker label Li-Ning.

Tag Heuer considers its involvement in basketball a natural fit for a company that partners with the most intense and thrilling sporting events across the globe to time champions as they push their limits and reach their goals.

Earlier this year, the watch brand enlisted tennis champion Naomi Osaka as its latest ambassador, as the brand continues to move in a younger and more diverse direction. Ms. Osaka, who has grown into an activist role in recent months, appeared in a new film for the watchmaker.

The vignette shows how the elite athlete embodies Tag Heuer's ethos of passion and precision ([see story](#)).

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