

WATCHES AND JEWELRY

IWC names model-skier Eileen Gu as newest ambassador

August 11, 2021



Eileen Gu joins other IWC ambassadors including Lewis Hamilton and Tom Brady. Image credit: IWC Schaffhausen

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker IWC Schaffhausen has tapped 17-year-old Chinese-American Eileen Gu as its newest ambassador in another youthful push.

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Ms. Gu has already won several medals in freestyle skiing, an extreme sport she began practicing at the age of eight. She also has a successful career as a model, landing ambassadorships and covers of major magazines including Vogue Hong Kong.

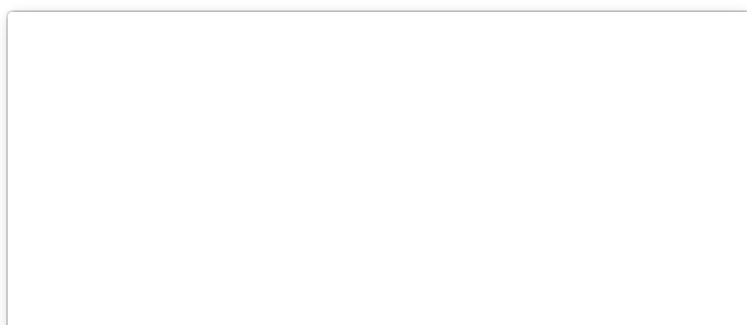
"With her multifaceted personality, Eileen reflects the broad spectrum of our collections with timepieces ranging from casual or elegant to sporty," said Franziska Gsell, chief marketing officer at IWC Schaffhausen, in a statement.

"Her discipline and ambition, constant striving for perfection and strong commitment to using sport as a force for unity make her the perfect partner for our brand going forward," she said.

Ski star

Ms. Gu's accomplishments span winning three medals at the 2021 X Games, becoming the first rookie woman to accomplish this feat, and being the youngest person named to Forbes China's "30 Under 30" list.

She is also a member of Stanford University's Class of 2026 and plans to represent China the 2022 Winter Olympics in Beijing.



[View this post on Instagram](#)

A post shared by IWC Schaffhausen (@iwcwatches)

Eileen Gu for IWC

Following the footsteps of other influential athletes, including Naomi Osaka and fellow IWC ambassador Lewis Hamilton, Ms. Gu has spoken out about issues of representation and inclusion. She is an activist for women's empowerment and has spoken out about anti-Asian racism.

"I always believed sport has no boundaries," Ms. Gu said in a statement. "It's one of the best vehicles to unite people, promote understanding, forge friendships, and create bridges between cultures.

"With IWC, I share the absolute will to achieve perfection and the clear focus on excellence values also represented by the other talented athletes in the brand's universe," she said. "I am looking forward to our collaboration."

In new editorial images announcing the partnership, the IMG model wears an IWC Portofino Chronograph 39.

Most recently, Ms. Gu was named one of the newest ambassadors for U.S. jeweler Tiffany & Co.

The model-skier made her Tiffany debut alongside other brand newcomers actor and entrepreneur Tracee Ellis Ross and actor Anya Taylor-Joy in the "Give Me the T" campaign, which launched on June 15. Shot by Mario Sorrenti, the campaign features the minimalist and contemporary Tiffany T1 collection ([see story](#)).

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