

ARTS AND ENTERTAINMENT

Top Gun: Maverick becomes action-packed outlet for luxury brands

May 10, 2022



IWC Schaffhausen ambassador Glen Powell stars in the new Top Gun film. Image credit: IWC Schaffhausen

By KATIE TAMOLA

With the long-awaited *Top Gun: Maverick* arriving in the theaters later this month, luxury brands are leveraging the upcoming blockbuster for a boost in consumer engagement.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The sequel to one of the most iconic films of the 1980s premieres on May 24, 2022 and stars Tom Cruise reprising his role as the rambunctious yet talented Navy aviator, Pete "Maverick" Mitchell. Luxury brands including Swiss watchmaker IWC Schaffhausen, Italian menswear brand Brioni and German automaker Porsche are using the movie as angle to their marketing, whether officially or unofficially.

"I did not see any IWC Top Gun product placement at the red carpet premiere of the film and we can only assume there is no licensing deal in place for the stars in particular Tom Cruise and/or the film title," said Marty Hurwitz, CEO of **The MVEye**, Austin. "Lacking those IWC will probably face roadblocks from the producers in cross-promotion.

"That doesn't mean they can't advertise their own product, through traditional channels to capture consumer attention for the brand and if the movie goes as big as is predicted that name will generate a lot of positive generic brand sentiment for the watch."

Need for speed

Top Gun has remained a cultural monolith for several decades, known for its memorable quotes and impressive suspenseful scenes.

Since the franchise is known for illustrating the action-packed arena of naval aviation, it is no surprise that Mr. Cruise opted for an attention-grabbing arrival for the film's San Diego premiere on May 4. The licensed pilot flew a helicopter for his arrival and landed on the retired aircraft carrier USS Midway in San Diego.

There are several luxury placements connected to the new Top Gun film

Italian menswear label Brioni dressed Mr. Cruise in a bespoke navy windowpane three-piece suit for the San Diego event. *Top Gun: Maverick* costars Jon Hamm and Glen Powell have also worn Brioni at press events leading up to

the film release.

German automaker Porsche has also been touting its upcoming appearance in the action film.

In a campaign earlier this year, Porsche revealed footage of several models that will share the silver screen with Mr. Cruise. The sequel is set to feature the 911 Targa 4, the Taycan Turbo S, the 911 GT 3 and the 718 Cayman GT4 RS.

One of the vehicles featured in the original film was a Porsche 356 A Speedster, driven by Maverick's love interest.

Maverick has a need for speed, and Porsche is there to answer the call

Top Gun time

While not directly affiliated with the film or named after the franchise, IWC has also used *Top Gun: Maverick* as an opportunity to promote its Top Gun collections of watches, inspired by the naval program. This has taken place over several months as the film release, like other pandemic-era blockbusters such as the James Bond installment *No Time To Die*, has been postponed multiple times in recent years.

Last year, Mr. Powell starred in a campaign that paid homage to the Blue Angels, the flight demonstration squadron of the United States Navy.

In a short film spotlighting the 75th anniversary of the Blue Angels, Mr. Powell took flight with the squadron. The film showed how the ethos of the naval organization and IWC Schaffhausen overlap ([see story](#)).

Earlier this year, IWC also teamed with streetwear and lifestyle platform Highsnobiety to debut two new watches inspired by the U.S. Navy Fighter Weapons School, commonly known as Topgun.

The Big Pilot's Watch Perpetual Calendar Topgun Edition "Mojave Desert" and the Big Pilot's Watch Chronograph Topgun were on display at Highsnobiety's newest concept store, GateZero ([see story](#)). The watchmaker's Top Gun collection also includes the Pilot's Watch Chronograph Top Gun, Pilot's Double Watch Chronograph Top Gun Ceratanium and Pilot's Watch Automatic Top Gun.

Even if the watchmaker is not an official sponsor for the film, the iconic franchise and collection share a name which may ultimately generate attention for IWC overall, especially in conjunction with the brand's close ties to aviation and expansive roster of celebrity ambassadors.

"I think the IWC Top Gun watch collection is a terrific product with a classic look that has appealed to consumers for a number of years," Mr. Hurwitz said. "It will certainly benefit from the re-launch of this film property, which is likely to be a blockbuster as people are returning to movie houses in droves, particularly for big-name celebs."

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.