

JEWELRY

IWC champions sustainability with supermodel Gisele Bündchen

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A scene from the "Gisele Bündchen and IWC Schaffhausen - Engineering Beyond Time" campaign film. Image credit: IWC

By AMIAH TAYLOR

Swiss watchmaker [IWC Schaffhausen](#) has partnered with supermodel Gisele Bündchen to further elevate their commitment to eco-consciousness.

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Ambassadorship has become a family affair, given that Ms. Bündchen's husband NFL quarterback Tom Brady has been affiliated with the brand since 2019. In addition, as a philanthropist and global environmentalist, it was only natural that Ms. Bündchen was named as the Swiss watchmaker's first Environmental and Community Projects Advisor.

"I feel very honored to be part of this team, because that's how we create the biggest impact: through collaboration, right?" Ms. Bündchen said in a [statement](#).

IWC's it girl

In IWC's latest ad campaign starring Ms. Bündchen, she wears different watches from the new Portofino collection, including the new Portofino Chronograph 39.

The aesthetics of the campaign film center heavily around nature, lingering optically on wide expanses of blue sky, towering trees and oceanside caverns.

The "Gisele Bündchen x IWC" campaign film

In the campaign film, Ms. Bündchen encourages viewers to consider their environmental impact and their own personal sustainability. Her brand partnership is a facet of her legacy, because IWC is also concerned about climate preservation and has committed to reducing its carbon footprint and energy and resource consumption.

In an effort to perpetuate a circular economy, Ms. Bündchen believes that high quality watches produced by IWC can also operate as family heirlooms, passed down from generation to generation.

IWC recently released two new versions of the brand's most popular models with the Portugieser collection: the automatic and the chronograph ([see story](#)). One of the first gifts that Ms. Bündchen gave her husband was a

Portugieser watch for his 30th birthday.

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