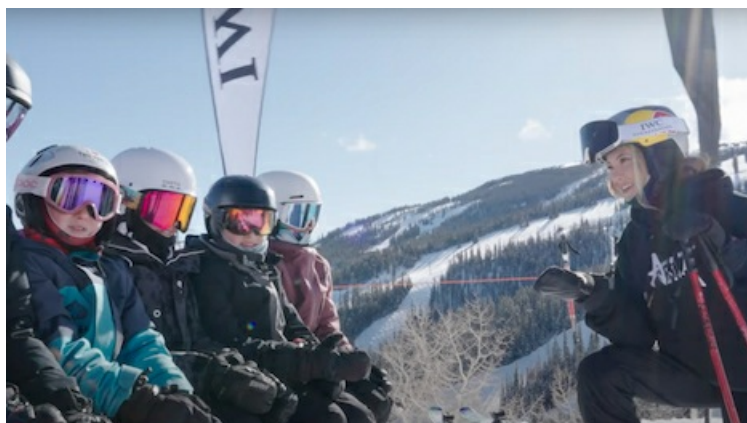


JEWELRY

## IWC Schaffhausen taps brand ambassador Eileen Gu for latest philanthropic effort

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*IWC brand ambassador Eileen Gu meets with young skiers from the Aspen Valley Ski and Snowboard Club. Image credit: IWC*

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker IWC Schaffhausen and Olympian Eileen Gu are teaming up and giving back.

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The two-time Olympic gold medal-winning skier helps out by hosting a tutorial for a group of young skiers in Aspen, Colorado in newly-released content. The athlete is also seen wearing models from the brand's Pilot series throughout the short video, landing just ahead of the 2023 Winter X Games from Jan. 29 through Jan. 31.

### Big air

In a new round of promotion for IWC, she meets with a group of young skiers at Colorado's Aspen Valley Ski and Snowboard Club.

An IWC brand ambassador since 2021, Ms. Gu is the youngest freestyle skier to ever become an Olympic champion. When the group isn't huddled around the Olympian hanging on every word of her advice, they are imitating the tricks she performs – a series of jumps on makeshift obstacle courses.

*Though she is not quite flying, the time the athlete spends in the air makes the Pilot's Watch Chronograph model a fitting choice to wear to the event.*

In the accompanying video, the skier pulls back her glove to reveal a Pilot chronograph made of stainless steel with an icy-blue dial face. The timepiece is compatible with IWC's "Easx-change" system, rendering straps interchangeable.

More information about the Pilot series and other collections are available at [IWC's website](#).

In August 2021, IWC chose Ms. Gu as brand ambassador for her hard work, ambition and multifaceted personality ([see story](#)).