

COMMERCE

IWC Schaffhausen scores 'brand friendship' with soccer star Sam Kerr

June 29, 2023



Swiss watchmaker IWC Schaffhausen has added to its roster of top-level talent. Image Credit: IWC Schaffhausen

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker **IWC Schaffhausen** is adding to its lineup of top-level talent.

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The label has named Australian soccer star Sam Kerr a "friend of the brand," breaking news of the ambassadorship on June 29. Stabing yet another top athlete, the maison is building a historic list of best-in-class sports representatives while positioning itself within the conversation of gender equity within sports.

"I am excited to represent IWC because it is a company that celebrates those who follow their dreams," said Ms. Kerr, in a statement.

"Throughout my career, I have always stayed true to myself which is something IWC and I have in common," she said. "Whether it is through sports or engineering watches, we strive for excellence by doing things our own way."

Perfection on the pitch

A magnate in the world of professional soccer, the 29-year-old has only enhanced the talent representing IWC Schaffhausen, which includes names such as British F1 driver Lewis Hamilton, Olympic skiing gold-medalist Eileen Gu and, until recently, former professional football player Tom Brady.

Ms. Kerr, who currently plays for the Chelsea Football Club and is the team captain for Australia's women's national team, is seen as one of the greatest in the sport still lacing up. She is the only female athlete to ever win the prestigious Golden Boot award in three different leagues, each on different continents.

We're thrilled to welcome [@samkerr1](#) as our Friend of the Brand. The Chelsea Football Club forward and captain of the Australia women's national team is unstoppable on the field and a force to be reckoned with when advocating for equality in sports.

Welcome to the [#IWCfamily!](#) pic.twitter.com/as4S1731pV

IWC Watches (@IWC) **June 29, 2023**

Other career accomplishments include winning Young Australian of the Year in 2018, obtaining three ESPY awards for Best International Women's Soccer Player, securing the PFA Australian Women's Footballer of the Year award-winner five times over and receiving a Medal of the Order of Australia for her "service to football."

She is a fierce proponent for gender equality in sports, a stance that has emboldened with her rise to the top. As part of Ms. Kerr's endeavors, she's coauthored a series of children's books discussing the topic, alongside other subject matter, such as following one's dreams.

IWC Schaffhausen's most recent ambassador activation was with Ms. Gu who, in January, appeared in a philanthropic effort ([see story](#)).

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