

COMMERCE

# Tag Heuer casts Chinese actor Liu Haoran in brand ambassador role

January 5, 2024



The performer has a massive presence in his home country, sporting nearly 32 million fans on Chinese social media site Weibo. Image credit: Tag Heuer

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker **Tag Heuer** is naming a new celebrity representative.

The horology label has teamed up with Chinese actor Liu Haora, kicking off the year by announcing an official brand ambassadorship with the talent. The appointment lends Tag Heuer access to a large audience of shoppers within the ever-important APAC market, some of whom are continuing the search for luxury in 2024.

## Fresh face

Tag Heuer says that Mr. Haora “promises boundless possibilities.”

The performer holds massive amounts of influence, sporting nearly 32 million fans on Chinese social media site Weibo.

As the sector faces economic turbulence, his following is sizable in a region full of consumers that high-end brands are particularly apt to cater to at the moment.

“At the beginning of 2024, I am very happy to walk side by side with Tag Heuer as a brand spokesperson,” said Mr. Haora, in a social media [post](#).

Thrilled to welcome [#LiuHaoran](#) as our newest ambassador! His casual confidence, sports passion, and relentless pursuit of excellence perfectly align with TAG Heuer’s values. Join us in celebrating a partnership that promises boundless possibilities. [#TAGHeuer pic.twitter.com/tNNhW5IdYu](#)

TAG Heuer (@TAGHeuer) [January 5, 2024](#)

“Create new realms with love, and expand the future with fearlessness.”

In 2021, Mr. Haora became the youngest actor in history to gross over \$2 billion in box office sales within the country. Now 26, the entertainer represents other luxury brands such as British fashion house Alexander McQueen and French fashion house

Balenciaga, which also recently appointed American-Australian actress Nicole Kidman as an ambassador ([see story](#)).

The star sits aside big names in Hollywood in his new role. Associations with American actors Ryan Gosling and Patrick Dempsey, also members of Tag Heuer's roster, could expand Mr. Haora's reputation worldwide as he works to promote the brand on a similar basis.

---

© 2024 Reliance Relocation Services, Inc. All rights reserved.

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