

JEWELRY

Tag Heuer goes Hollywood with ‘The Fall Guy’ sponsorship

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Mr. Gosling signed on as a brand ambassador in 2021 and has been active in its advertising ever since. Image courtesy of Tag Heuer

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Tag Heuer is working with longtime brand ambassador and American actor Ryan Gosling on his latest film.

The Fall Guy, distributed by Universal Pictures and due for a wide theatrical debut on May 3, 2024, stars the Academy Award-nominated thespian. In the movie, Mr. Gosling sports the Carrera Chronograph during his white-knuckle stuntwork, with the horology label being the official watch sponsor of the impending release.

"We are delighted to continue our relationship with Ryan Gosling for *The Fall Guy*," said Julien Tornare, CEO of Tag Heuer, in a statement.

"Ryan's commitment to his roles is always total as is his commitment to the brand," Mr. Tornare said. "We have a unique and authentic creative collaboration with Ryan, which spans everything from producing amazing campaigns together and even a mini-blockbuster to accompanying him in his different roles in movies.

"This quest for excellence in everything he does is perfectly aligned with our brand values."

Action accessory

With *The Fall Guy*, Tag Heuer and production company 87North are continuing their partnership.

Shot separately during the filming of the new movie in Sydney, Australia, "The Chase for Carrera," also stars Mr. Gosling, positioning him as an action hero for the promotional video that celebrates the titular timepiece's 60th anniversary.

Like in the advertisement, the Carrera Chronograph plays a big role in the upcoming Hollywood blockbuster.

The watch is integral to Mr. Gosling's character of Colt Seavers

"My character in *The Fall Guy* is a stuntman whose job is a matter of life and death especially if the timing isn't perfect," said Mr. Gosling, in a statement.

"When he's forced to use his stunt skills in the real world, he needed a timepiece that can keep up and won't let him down," he said. "There was no more perfect choice than the Tag Heuer Carrera Chronograph."

The watch, originally introduced in 1963, has been refreshed for the modern consumer, with a domed, sapphire face and a

curved, ergonomic and seamless design. On sale now, it retails for \$6,450.

Other horology labels have been active in the Hollywood space in recent months, with Swiss watchmaker IWC Schaffhausen partnering with Warner Bros. and *Aquaman and The Lost Kingdom* to create timepieces based on the film and the DC Comics characters within (see story).

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