



TUDOR GOES BIG IN JAPAN!

Steeped in a 1,500 year-old history, Sumo wrestling is a proud traditional culture and a universal sporting phenomenon. Now TUDOR is stepping into this world of tradition through a new partnership with the Japan Sumo Association and its exclusive universe, the Grand Sumo.

TRADITION IS EVERYTHING

At first it might seem diametrically opposed—a watch brand using the latest technology to produce the best possible Swiss mechanical watch at the best possible price—and an ancient Japanese combat tradition rooted in Shinto religion. But look a little closer and you'll notice harmony. A stringent adherence to established customs is shared between the Grand Sumo and TUDOR, along with a focus on consistency and a commitment to embrace modernity while remaining firmly rooted in its unchanging values.

Dedicated to preserving its traditions, the Japan Sumo Association continues to share its culture with the world to showcase the Grand Sumo in its finest form. Following the success of the 2025 London tournament, the Association is set to take the stage in Paris in 2026 and beyond.

SUMO WRESTLERS ARE BORN TO DARE

Sumo wrestlers are a different breed. Their physiques, boasting some of the highest muscle mass measurements on earth, are the result of extreme, repetitive daily training. To embrace the sumo tradition is to make a commitment to live a daring life.

The life of a sumo wrestler, called a *rikishi*, exists within a *heya*, or stable, dedicating every day to rigorous practice. Beyond wearing traditional garb, they must adhere to strict discipline and constant self-restraint. This quiet stoicism and humility define their way of life.

True daringness doesn't always mean loud and fast extreme sports; instead, it is found in the daily discipline that pushes mind and body to their limits, and the devotion of one's life to long term success in the sumo tradition. The same holds true in TUDOR's daring approach to watchmaking.

You know what they say about guys with big, powerful wrists? Big watches. That's right. This is why the 43mm Black Bay 68 is right at home in the arenas of the Grand Sumo, reflecting the shared power and dignity of both worlds.

ABOUT NIHON SUMO KYOKAI (JAPAN SUMO ASSOCIATION)

Established in 1925, the Japan Sumo Association is responsible for the promotion and preservation of Sumo, Japan's national sport with a 1,500-year legacy. Having celebrated its centennial in 2025, the Association continues to support the development of the sumo world—from fostering athletes to organizing six annual Grand Sumo Tournaments totaling 90 days of competition—while meticulously preserving its sacred traditions. By balancing tradition with innovation, the Japan Sumo Association is strengthening its presence on the global stage. Building on historic successes in Paris and Las Vegas, and following the overwhelming response to the 2025 London tournament, the raw intensity of the *dohyo* continues to captivate audiences beyond the barriers of language and culture. As it prepares for a return to Paris in 2026, Sumo is evolving into a universal sporting culture, carving out a bold new era that transcends national borders.

TUDOR IS "BORN TO DARE"

A decade ago, TUDOR launched a new campaign with the "Born To Dare" signature. It reflects both the history of the brand and what it stands for today. It speaks of the adventures of individuals who have achieved the extraordinary on land, on ice, in the air, and underwater, with a TUDOR watch on their wrists. It also refers to the vision of Hans Wilsdorf, the founder of TUDOR, who manufactured TUDOR watches to withstand the most extreme conditions, watches made for the most daring lifestyles. It is testimony to TUDOR's singular approach to watchmaking, which has made it what it is today. At the cutting edge of the watchmaking industry, its innovations are now essential benchmarks. The TUDOR "Born To Dare" spirit is supported throughout the world



TUDOR

by first class partnerships, like the Japan Sumo Association, and ambassadors, whose achievements result directly from a daring approach to life.

ABOUT TUDOR

TUDOR is an award-winning Swiss-made watch brand, offering mechanical watches with sophisticated style, proven reliability and unmatched value for money. The origins of TUDOR date back to 1926, when “The Tudor” was first registered as a brand on behalf of the founder of Rolex, Hans Wilsdorf. He officially set up the Montres TUDOR SA company in 1946 to produce watches that respect the traditional Rolex philosophy of quality at a more affordable price point. Throughout their history, thanks to their robustness and affordability, TUDOR watches have been chosen by some of the boldest adventurers, on land, in the air, underwater and on ice. Today, the TUDOR collection includes iconic lines such as Black Bay, Pelagos, 1926 and TUDOR Royal. Since 2015, TUDOR has also offered models with mechanical Manufacture Calibres with multiple functions and superior performance.