TUDOR ANNOUNCES CHENG YI AS NEW BRAND AMBASSADOR

***Some are born to follow; others are born to dare.* TUDOR’s “Born To Dare” spirit is supported by global ambassadors whose achievements are a direct result from a daring approach to life. Renowned Chinese actor Cheng Yi is one of those daring individuals, and now he’s part of the TUDOR family. He stays true to himself, always pushes the boundaries, and dares to take on the unknown.**

Cheng Yi was born in Hunan, China, in 1990. He studied acting at The Central Academy of Drama and committed to his studies with passion. For over 10 years, he insisted on following his path to stardom and refused to give up, even after facing several challenges. He mastered every single role regardless of how prestigious it was. Through his relentless pursuit to excel and willingness to reach the next level, he embodies the artistic expression that breathes life into stories and led him to great fame and success in China.

**PUSHING THE BOUNDARIES**

Cheng Yi made his debut in 2011; from the very beginning he portrayed his roles convincingly and connected with the audience. His dedication to every single role is unparalleled. It wasn’t until 2020 that his hard work paid off and he was awarded a number of leading roles. His signature style and sense of confidence has earned him a legion of fans since. There were times when he was required to portray different roles for more than one TV series at a time, and he rose to the challenge through dedication and versatility. His commitment to continually learn and improve his skills has earned him a spot in the TUDOR family. Even when there was danger on set, Cheng Yi would make sure that he mastered the stunt and performed it with style and ease. This is what makes Cheng Yi *Born To Dare*.

**TUDOR IS “BORN TO DARE”**

In 2017, 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 tells 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 by first class 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.