**TUDOR ANNOUNCES DAVID BECKHAM AS NEW BRAND AND #BORNTODARE CAMPAIGN AMBASSADOR**帝舵表宣布大卫・贝克汉姆担任品牌及#天生敢为#项目代言人

**One of the most admired, gifted and successful football players of all time, a philanthropist, an entrepreneur and a global style icon, David Beckham’s life journey embodies the daring values that made Tudor what it is today.**

大卫・贝克汉姆是备受推祟、才华洋溢且成功的足球运动员，名扬体坛。他既是企业家、慈善家，亦是全球时尚偶像，其心路历程贯彻体现帝舵表发展至今的无畏精神。

**Tudor is Born to Dare**

帝舵表，天生敢为

In 2017, Tudor launches a new campaign with “Born To Dare” as signature. Reflecting on both the History of the brand and what it stands for today, this claim tells the story of daring individuals achieving the extraordinary on land, ice, in the air and underwater, a Tudor on the wrist. It also refers to the vision of Hans Wilsdorf, the founder of Tudor, who manufactured its watches to withstand the most extreme conditions, watches made for a daring lifestyle indeed. It finally tells of the singular approach Tudor is known for today, having pioneered now major trends within the watchmaking industry.

The Tudor “Born To Dare” spirit is expressed in a campaign manifesto (below and extended version in annex) and supported globally by ambassadors whose life achievements directly result from a daring approach to life. David Beckham is one of them and Tudor is proud to welcome him to its family.

2017年，帝舵表推出名为“天生敢为”的崭新项目。此宣言传承品牌丰硕传统，反映现今精神价值，并道出帝舵腕表伴随无畏者，在陆、冰、空、水四大领域创下非凡成就的故事。它同时秉承帝舵表创始者汉斯・威尔斯多夫（Hans Wilsdorf）的理念，研制出能够抵御严峻环境、适合无畏者佩戴的腕表。它更是帝舵表技术成果的明证，在制表工业领域奠定标准。

帝舵表“天生敢为”的精神在项目宣言（下方及附件的延伸版本）中详细展示，此精神在全球各地广受代言人的支持，他们均藉无畏精神而创下杰出成就。

“We are devoted to the classic. But reject the status quo.

We keep the best of the past, the best watchmaking practices, the best designs.

And push the boundaries of what’s new.

Born for a purpose. Field-tested to the extreme.

For those who are up for anything.

For those who face their fears.

For those who reinvent themselves every day a Tudor is born to dare.”

“我们忠于经典，却不安于现状。

我们保留传统精粹，秉承优越的制表工艺，拥有非凡的产品设计。

但仍不断突破，力求创新。

天生肩负使命，经历严峻考验。

专为敢于进取、无所畏惧、不断创新的勇者而设计之腕表。

帝舵表天生敢为。”

**Born for a purpose**

As a child, David Beckham had a dream. Whenever asked about what he would want to be later in life he invariably answered “a football player”. This early drive led him to become one of the most acclaimed, loved and successful players in the history of the game. With three major clubs and 115 selections in the English football team, 59 as captain, he left his mark: 6 England Championship titles, 2 Major League Soccer cups, one time Champion of Spain and one time UEFA

大卫・贝克汉姆（David Beckham）自幼便满怀大志。每当被问到将来想任职什么，他始终坚持回答“足球运动员”。此年少时的信念驱使他成为足球史上最备受爱戴且成功的球员。他曾加入三个大型球会，为英格兰足球队上场作赛115次，而当中有59次更担任队长。他的辉煌成绩于现代足球史上留名，并曾赢取6项英格兰足球超级联赛荣衔、2座美国职业足球大联盟奖杯，以及西班牙足球甲级联赛与欧洲冠军联赛殊荣。

He might not have been the best scorer, nor the fastest player, but he had a unique style, both precise and spectacular. One of perfect passes, extraordinary kicks and supreme accuracy that proved decisive on the field. “Bend it like Beckham” says it all about his brand of game. By daring to go all the way, always, David Beckham made his childhood dream a reality.

虽然他并非得分最多或速度最快的球员，却有着独特、精准且引人入胜作赛风格。他完美的传球、灵活弹射及精准球技，可谓赛事的关键。“有如贝克汉姆般百步穿扬的罚球” （Bend it like Beckham）这句话，便概括了他擅长的运球技术。凭借一直向前迈步的无畏精神，大卫・贝克汉姆成功让儿时梦想成真。

**Reinventing himself, constantly**

**时刻装备自己**

David Beckham is one of the hardest-working players in the history of football. Never taking anything for granted, even when injured, or on loan to another team, he trained harder than most. As a player, he reinvented himself every game.

大卫・贝克汉姆勤奋笃志，名扬体坛。他从不视成功为理所当然，即使负伤或作为外借球员，他始终较大部份球员更努力训练。作为一位运动员，他每场比赛均会装备自己。

Even though retired from professional sports, he still continues to inspire. His philanthropic

activities focus on the protection and welfare of children worldwide. A long-time UNICEF Goodwill ambassador and malaria foe, he即使从职业球员生涯引退，他仍然不断启发民众。其慈善活动关注全球儿童的保障及福利。他长期担任联合国儿童基金会亲善大使，并锐意对抗疟疾问题，他在非洲花上无数精力与时间，为当地儿童带来健康及教育。

**Pushing the boundaries**

**打破界限**

Beyond philanthropy and football, David Beckham has worked his way up to the status of much more than a legendary player. Facing the fear of what comes after a sports career and building on his ambition, he established himself as a global style icon. His influence on popular culture transcends the pitch. He is a model, an actor and counts hundreds of millions of fans around the world.

除慈善事业及足球外，大卫・贝克汉姆一直积极发展，达到现在超越传奇球员的地位。因他需要为结束运动事业后的发展作盘算，遂凭借远大志向，奠定其全球时尚偶像的地位。他对流行文化的影响并不局限于球场上，他是一位模特儿兼演员，并在全球有无数拥戴者。

**Devoted to the classic**

**醉心经典**

David Beckham is a multi-faceted man with a taste for fine things. “Especially as an Englishman I think you really appreciates a nice suit and a nice watch. They go very well together” he says. A long-time wristwatch lover, he came to know Tudor through its sibling brand, Rolex, of which he owns several timepieces. “I was attracted to Tudor for the attention to detail I could see in their watches. I then learned about the history of the brand. One of adventure, pioneer diving, daring expeditions. I was instantly hooked”.

大卫・贝克汉姆不仅在多方面取得成就，对精致饰品亦非常讲究。他常说：“英国男士喜爱别致的西装及精巧的腕表，两者相辅相成。”作为钟表爱好者已久，他拥有数只劳力士腕表，并借此开始了解帝舵表。“我深受帝舵表的腕表细节所吸引，而及后了解到品牌的历史，有关历险、潜水先驱、远征探险等精彩故事，瞬即让我深深着迷”。

David Beckham wears the Glamour Date + Day in steel and gold, a timeless and elegant model from Tudor as well as a vintage-inspired steel and gold diver’s watch, the Black Bay S&G.

佩戴帝舵表经典优雅的骏珏星期日历型金及钢腕表，以及富复古风格的碧湾黄金钢型金钢潜水腕表。

**About Tudor**

**帝舵表简介**

TUDOR is a Swiss made watch brand, offering mechanical watches with sophisticated style, superior quality and unique value for money. The origins of the TUDOR brand date back to 1926, when ‘The Tudor’ was first registered on behalf of the founder of Rolex, Hans Wilsdorf. He created the *Montres TUDOR SA* company in 1946 to offer watches with the quality and dependability of a Rolex, at a more accessible price point. Over the course of history, TUDOR watches became the choice of daring individuals worldwide on land, ice, in the air and underwater. Today, the TUDOR collection includes flagship models such as Black Bay, Pelagos, Glamour and Style and since 2015 it has offered mechanical *manufacture* movements.

帝舵表是瑞士高级腕表品牌，所生产的机械腕表风格精致优雅，精准可靠，品质卓越，是物超所值之选。帝舵表的起源可追溯至1926年，劳力士创办人汉斯・威尔斯多夫（Hans Wilsdorf）注册了“The Tudor”商标。 1946年，他创立了MontresTudor SA帝舵表公司，所生产的腕表沿袭了劳力士所尊崇的品质理念，然而售价却更易为人接受。自创立以来，帝舵表一直是全球陆、冰、空、水四大领域探险勇者的不二之选。如今，帝舵系列的经典名表包括碧湾、领潜型、骏珏系列及风尚系列。自2015年，品牌采用帝舵表制造机械机芯。

Tudor Manifesto – Extended Version

帝舵表天生敢为宣言 —— 网站扩充文案

**1. 产品设计哲学**

 **“我们忠于经典，却不安于现状。”**

帝舵表从丰硕传统中汲取灵感，并结合先进科技和独创构思，以其制表哲学, 决意超越标准。

由劳力士的创始者汉斯·威尔斯多夫创立，帝舵表天生肩负使命，探索新的领域，提供一款腕表，“既可以让经销商以低于劳力士的价格销售，却与劳力士一样值得信赖”。

时至今日，帝舵表依然忠于原则，恪守卓越标准。品牌将悠久丰富的历史重新演绎，藉由独特的设计，大胆融合经典与现代元素，塑造独具特色的腕表。

帝舵表，天生敢为。

**2.产品特色**

 **“我们保留传统精粹，秉承优越的制表工艺，拥有非凡的产品设计。但仍不断突破，力求创新。”**

帝舵表对经典不断重新演绎，逾半个多世纪依然备受瞩目。帝舵表无惧打破常规，新款腕表将二十一世纪崭新工艺融入传统精**粹**中；更无畏突破极限，选用特殊材质，尝试各种组合，汲取不同灵感。

帝舵表决意重温潜水表历史，从经典中汲取灵感，同时吸取现代元素。帝舵表启承碧湾 (Tudor Black Bay) 系列直接传承自帝舵表多款经典名表。显著抢眼的大表冠和简洁大方的线条，源于帝舵表1958年推出的Oyster Prince Submariner (型号7924) 。独具特色且棱角分明的“雪花”指针，亦借鉴自七十年代法国海军所选戴的帝舵Submariner之中。经典设计为新世纪增添当代风格。

碧湾青铜型 (Black Bay Bronze) 的表壳以船舶级铝青铜合金铸造，散发金黄色调，确保于航海环境中依然经久耐用。这种合金更会随佩戴者的习惯形成独特光泽。此外，此表亦向帝舵表与法国海军的合作关系致敬。

除了出色设计，帝舵表的性能亦同样卓越，其研发团队历经五年，为碧湾系列部分型号配备品牌制造的高性能机芯。这些腕表的动力储备长达70小时，且符合人体工程学，准确度亦经独立机构认证。帝舵表的标准，就是不断制定更高标准。

帝舵表，天生敢于提升标准。

**3.腕表世界**

 **“天生肩负使命，经历严峻考验。”**

帝舵表为锐意进取的探索者而设计。无论是出席晚宴，或挑战严峻环境，帝舵表在各种情况下都能运行如常。

历年来，帝舵表一直与无畏者同行，伴随佩戴者穿越崎岖的阿尔卑斯山道，陪同英国北格陵兰岛考察队探索冰天雪地，随同美国空军空降救援队执行空中行动，陪伴法国海军蛙人探索海底，无时无刻历经考验，一起在挑战中证明自己。帝舵表不负众望，保持准确可靠，历经时间洗礼。

如今，从单纯为特定目的而制造的功能腕表，到经典优雅的正装表，帝舵表各款腕表都秉承值得信赖的精神，每一只表均接受严格测试，以保证准确可靠、防水卓越与坚固耐用，远超业内标准。

帝舵表，天生精益求精。

**4.帝舵**表**爱戴者**

 **“专为敢于进取、无所畏惧、不断创新的勇者而设计之腕表。帝舵表，天生敢为。”**

无论过去还是现在，帝舵表的佩戴者们志向远大，从不墨守成规，敢于追逐梦想。正如帝舵表品牌，坚定不移地从过往中汲取经验，启迪今天的所思所行。

帝舵表的佩戴者们，探求新的体验，拓宽宏伟世界。他们懂得鉴赏匠人工艺，了解事物来龙去脉。他们认真严谨，心思缜密，坚持使用卓越工具，并对深知个中巧妙而感到自豪。

帝舵表的佩戴者们，充满好奇并勇敢无畏，怀抱探索热情与冒险精神奋力前行。

他们，天生敢为。