**TUDOR ANNOUNCES DAVID BECKHAM AS NEW BRAND AND #BORNTODARE CAMPAIGN AMBASSADOR**帝舵表宣佈大衛・碧咸擔任品牌及#BORNTODARE項目代言人

**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.**

大衛・碧咸是備受推祟、才華洋溢且成功的足球運動員，名揚體壇。他既是企業家、慈善家，亦是全球時尚偶像，其心路歷程貫徹體現帝舵表發展至今的無畏精神。

**Tudor is Born to Dare**

帝舵表，天生敢為

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，帝舵表推出名為「天生敢為」的嶄新項目。此宣言傳承品牌豐碩傳統，反映現今精神價值，並道出帝舵腕錶伴隨無畏者，在陸、冰、空、水四大領域創下非凡成就的故事。它同時秉承帝舵表創始者漢斯・威爾斯多夫（Hans Wilsdorf）的理念，研製出能夠抵禦嚴峻環境、適合無畏者佩戴的腕錶。它更是帝舵表技術成果的明證，在製錶工業領域奠定標準。

帝舵錶「天生敢為」的精神在項目宣言（下方及附件的延伸版本）中詳細展示，此精神在全球各地廣受代言人的支持，他們均藉無畏精神而創下傑出成就。

“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.”

「我們忠於經典，卻不安於現狀。

我們保留傳統精粹，秉承優越的製錶工藝，擁有非凡的產品設計。

但仍不斷突破，力求創新。

天生肩負使命，經歷嚴峻考驗。

專為敢於進取、無所畏懼、不斷創新的勇者而設計之腕錶。

帝舵表天生敢為。」

**Born for a purpose**

**天生志向遠大**

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 Champion.

大衛・碧咸（David Beckham）自幼便滿懷大志。每當被問到將來想任職甚麼，他始終堅持回答「足球運動員」。此年少時的信念驅使他成為足球史上最備受愛戴且成功的球員。他曾加入三個大型球會，為英格蘭足球隊上場作賽115次，而當中有59次更擔任隊長。他的輝煌成績於足球史上留名，並曾贏取6項英格蘭足球超級聯賽榮銜、2座美國職業足球大聯盟獎盃，以及西班牙足球甲級聯賽與歐洲冠軍聯賽殊榮。

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.

雖然他並非得分最多或速度最快的球員，卻有着獨特、精準且引人入勝作賽風格。他完美的傳球、靈活彈射及精準球技，可謂賽事的關鍵。「有如碧咸般百步穿揚的罰球」（Bend it like Beckham）這句話，便概括了他擅長的運球技術。憑藉一直向前邁步的無畏精神，大衛・碧咸成功讓兒時夢想成真。

**Reinventing himself, constantly**

**時刻裝備自己**

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.

大衛・碧咸勤奮篤志，名揚體壇。他從不視成功為理所當然，即使負傷或作為外借球員，他始終較大部份球員更努力訓練。作為一位運動員，他每場比賽均會裝備自己。

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 dedicates his energy and time to the health and education of children in Africa.

即使從職業球員生涯引退，他仍然不斷啟發民眾。其慈善活動關注全球兒童的保障及福利。他長期擔任聯合國兒童基金會親善大使，並銳意對抗瘧疾問題，他在非洲花上無數精力與時間，為當地兒童帶來健康及教育。

**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.

除慈善事業及足球外，大衛・碧咸一直積極發展，達到現在超越傳奇球員的地位。因他需要為結束運動事業後的發展作盤算，遂憑藉遠大志向，奠定其全球時尚偶像的地位。他對流行文化的影響並不局限於球場上，他是一位模特兒兼演員，並在全球有無數擁戴者。

**Devoted to the classic**

**醉心經典**

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”.

大衛・碧咸不僅在多方面取得成就，對精緻飾品亦非常講究。他常說：「身為一名英籍男士，我特別喜愛別緻的西裝及精巧的腕錶，兩者相輔相成。」作為鐘錶愛好者已久，他擁有數枚勞力士腕錶，並藉此開始了解帝舵表。「我深受帝舵表的腕錶細節所吸引，而及後了解到品牌的歷史，有關歷險、潛水先驅、遠征探險等精彩故事，瞬即讓我深深着迷」。

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.

大衛・碧咸佩戴帝舵表經典優雅的Glamour Date + Day金及鋼腕錶，以及富復古風格的Black Bay S&G金鋼潛水腕錶。

**About Tudor**

**帝舵表簡介**

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.

帝舵表是瑞士高級腕錶品牌，所生產的機械腕錶風格精緻優雅，精準可靠，品質卓越，是物超所值之選。帝舵表的起源可追溯至1926年，勞力士創辦人漢斯・威爾斯多夫（Hans Wilsdorf）註冊了「The Tudor」商標。1946年，他創立了MontresTudor SA帝舵表公司，所生產的腕錶沿襲了勞力士所尊崇的品質理念，然而售價卻更易為人接受。自創立以來，帝舵表一直是全球陸、冰、空、水四大領域探險勇者的不二之選。如今，帝舵系列的經典名錶包括Black Bay、Pelagos、Glamour及Style系列。自2015年，品牌採用帝舵表製造機械機芯。

Tudor Manifesto – Extended Version

帝舵表天生敢為宣言 —— 網站擴充文案

**1. 產品設計哲學**

**「我們忠於經典，卻不安於現狀。」**

帝舵表從豐碩傳統中汲取靈感，並結合先進科技和獨創構思，以其製錶哲學，決意超越標準。

由勞力士的創始者漢斯·威爾斯多夫創立，帝舵表天生肩負使命，探索新的領域，提供一款腕錶，「既可以讓經銷商以低於勞力士的價格銷售，卻與勞力士一樣值得信賴。」

時至今日，帝舵表依然忠於原則，恪守卓越標準。品牌將悠久豐富的歷史重新演繹，藉由獨特的設計，大膽融合經典與現代元素，塑造獨具特色的腕錶。

帝舵表，天生敢為。

**2. 產品特色**

**「我們保留傳統精粹，秉承優越的製錶工藝，擁有非凡的產品設計。但仍不斷突破，力求創新。」**

帝舵表對經典不斷重新演繹，逾半個多世紀依然備受矚目。帝舵表無懼打破常規，新款腕錶將二十一世紀嶄新工藝融入傳統精粹中；更無畏突破極限，選用特殊材質，嘗試各種組合，汲取不同靈感。

帝舵表決意重溫潛水錶歷史，從經典中汲取靈感，同時汲取現代元素。Tudor Black Bay (帝舵碧灣) 系列直接傳承自帝舵表多款經典名錶。顯著搶眼的大錶冠和簡潔大方的線條，源於帝舵表1958年推出的Oyster Prince Submariner (型號7924) 。獨具特色且棱角分明的「雪花」指針，亦借鑒自七十年代法國海軍所選戴的Tudor Submariner。經典設計為新世紀增添當代風格。

Black Bay Bronze (碧灣青銅型) 的錶殼以船舶級鋁青銅合金鑄造，散發金黃色調，確保於航海環境中依然經久耐用。這種合金更會隨佩戴者的習慣形成獨特光澤。此外，此錶亦向帝舵表與法國海軍的合作關係致敬。

除了出色設計，帝舵表的性能亦同樣卓越，其研發團隊經歷五年，為Black Bay系列部份型號配備品牌自製的高性能機芯。這些腕錶的動力儲備長達70小時，且符合人體工程學，精確度亦經獨立機構認證。帝舵表的標準，就是不斷制定更高標準。

帝舵表，天生敢於提升標準。

**3. 腕錶世界**

**「天生肩負使命，經歷嚴峻考驗。」**

帝舵表是為銳意進取的探索者而設計。無論是出席晚宴，或挑戰嚴峻環境，帝舵表在各種情況下都能運行如常。

歷年來，帝舵表一直與無懼的勇者同行，伴隨佩戴者穿越崎嶇的阿爾卑斯山道，陪同英國北格陵蘭島考察隊探索冰天雪地，隨同美國空軍空降救援隊執行空中行動，陪伴法國海軍蛙人探索海底，無時無刻經歷考驗，一起在挑戰中證明自己。帝舵表不負眾望，保持精確可靠，歷練時間洗禮。

如今，從單純為特定目的而製造的功能腕錶，到經典優雅的正裝錶，帝舵表各款腕錶都秉承值得信賴的精神，每一枚錶均接受嚴格測試，以保證精確可靠、防水卓越與堅固耐用，遠超過業內標準。

帝舵表，天生精益求精。

**4. 帝舵表愛戴者**

**「專為敢於進取、無所畏懼、不斷創新的勇者而設計之腕錶。帝舵表，天生敢為。」**

無論過去還是現在，帝舵表的佩戴者志向遠大，從不墨守成規，敢於追逐夢想。正如帝舵表品牌，堅定不移地從過往中汲取經驗，啟迪今天的所思所行。

帝舵表的佩戴者，探求新的體驗，拓闊宏大世界。他們懂得鑒賞匠人工藝，了解事物來龍去脈。他們認真嚴謹，心思縝密，堅持使用卓越工具，並對深知箇中巧妙而感到自豪。

帝舵表的佩戴者，充滿好奇並勇敢無畏，懷抱探索熱情與冒險精神奮力前行。他們，天生敢為。