**TUDOR ANNOUNCES JAY CHOU AS NEW BRAND AND #BORNTODARE CAMPAIGN AMBASSADOR**

**Musician. Actor. Director. Icon. For over a decade, the ‘King of Asian Pop’ has pushed boundaries around the world. From Taipei to Hollywood, Jay Chou is always ready to go where the next challenge takes him.**

**Tudor is Born to Dare**

The Tudor “Born To Dare” campaign reflects both the history of the brand and what it stands for today. Daring individuals have long chosen Tudor while achieving the extraordinary on land, ice, in the air and underwater. 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 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 supported globally by ambassadors whose life achievements directly result from a daring approach to life. Jay Chou is one of them and Tudor is proud to welcome him to its family.

 “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.”

**Devoted to the classic**

Brought up in a family of teachers in Taiwan, Jay Chou was introduced to the piano at the age of four, after he demonstrated an early gift for music. He later on picked up the cello and to this day, still mentions Chopin as his favourite composer. As a man of taste and culture, Jay Chou wears the new TUDOR 1926, a highly refined while understated mechanical timepiece blending traditional horology aesthetics and contemporary high-performance watchmaking.

**Pushing the boundaries**

In 2007 Jay Chou founded his own record company, JVR Music, which pioneered cross-cultural fusion of electronic music with Asian pop music. This stable of talents proved repeatedly that his approach as a producer is in perfect tune with the aspiration of the youth in most parts of Asia.

Not only does he write, compose and produce music, he is also the director of a large number of music videos, including his own. Recognized in the directing circles, both in Asia and in the USA, as a successful ads director, he fully expresses in those short formats the vibe he feels among his fans, the deep and personal inspirations he passes on to the crowds.

**Up for anything**

Jay Chou plays the piano, the cello, the violin, the guitar and various types of percussion instruments. He started his career as a lyrics and music composer, and then put those talents to even better use when he started his singing career in 2000. He pioneered the blend of European music styles such as R&B and electronica with Asian classical music, inventing the “Chou Style”. After several albums, all sold in millions of copies, he took up acting.

In several Asian super-productions and blockbusters and in major Hollywood productions, he proved to be as much in his place on a cinema set as on stage. His filmography also includes the writing and directing of two feature films, which gathered critic's acclaim. In both of them, music naturally played a major part. While assuming many different roles, including actor, director and scriptwriter, he has never abandoned his first love, music, and rose to the top of the Asian charts touring the world with every new album l

**Reinventing himself**

Jay Chou is also a known philanthropist and advocate of good causes. He stepped up to provide critical support in the wake of disasters including major earthquakes in Wenchuan in 2008 and multiple earthquakes in Taiwan over the years. He is an ambassador, and a donor, to the Fubon Charity Foundation, which is dedicated to the cause dearest to him, the care and education of impoverished, distressed and disabled children. In 2016, Jay also joined WildAid in a new campaign against rhino horn, shark fin, elephant ivory and other products decimating wildlife around the world.

**About Tudor**

TUDOR is a Swiss-made watch brand, offering mechanical watches with refined design, proven reliability and unique 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 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. Throughout their history, TUDOR watches have been chosen by the boldest adventurers and seasoned professionals alike. Today, the TUDOR collection includes emblematic lines such as Black Bay, Pelagos, Glamour or 1926. Since 2015, it has been offering mechanical *manufacture* movements with many diverse functions.