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

**帝舵表宣布：亚洲流行天王周杰伦 成为品牌全球代言人携手践行**

**# 天生敢為# 宣言**

**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.**

他是音乐家，是演员，是导演，也是许多人心目中的偶像。 演艺生涯近二十年，“亚洲流行天王”周杰伦，不断挑战极限，突破自我。 从台北到好莱坞，无论下一个挑战在哪，他早已准备好全力以赴。

**Tudor is Born to Dare**

**帝舵表，天生敢为**

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.

帝舵表品牌宣言 —“ 天生敢为”（Born to Dare）， 传承品牌丰硕传统，呈现当下价值理念，致敬每一位无所畏惧的勇者， 伴随他们在陆地、冰川、空中和水下四大领域创下非凡成就；同时秉承帝舵表创始者汉斯．威尔斯多夫（Hans Wilsdorf）的制表理念，即使面对最严苛的环境，帝舵表依旧表现出色，为每一位勇者所佩戴。此宣言更是帝舵表独树一帜风格的明证，在制表业屡次开创潮流，是当之无愧的引领者。

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.

正如品牌宣言中所言及，帝舵表“天生敢为”的精神，已在全球范围掀起浪潮，获得无数“敢为”人士的支持。其中， 凭借不断突破创新获得“亚洲流行天王”称号的周杰伦，可谓“天生敢为”的最佳诠释者之一。帝舵表热烈欢迎他的加入，并对此次携手合作充满信心。

“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# ”**

**Devoted to the classic**

**始终醉心经典**

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.

周杰伦出生在台湾的一个普通的教师家庭，从小就展现出过人的音乐天赋，四岁时开始接触钢琴，之后又习得大提琴。直至今日，在他心中，肖邦始终是其最敬爱的作曲大师，无出其右。独特的品味加之无可挑剔的专业素养，让周杰伦在挑选腕表时一样带有鲜明的个人风格。 他选择的全新帝舵1926腕表，是一款极其精致且低调的机械腕表，将传统钟表美学与当今卓越的制表工艺完美融合。

**Pushing the boundaries**

**不断突破界限**

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.

2007年，周杰伦成立了自己的唱片公司——杰威尔音乐有限公司（JVR Music），融合电子音乐与亚洲流行音乐，开创跨文化音乐形式。而他再一次用天才般的创造力证明，担任音乐制作人所做的这一切尝试，正是亚洲大多数年轻人对音乐文化的迫切追求。

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.

除了作词作曲及音乐制作，他还多次亲自担纲音乐录影带的导演，其中也包括他自己的音乐作品。作为一名成功的广告导演，他将自己从乐迷们那里感受到的情感，通过镜头转化成深刻的灵感，传递给更多人，获得亚洲及美国无数圈中人士的认可。

**Up for anything**

**一直敢于进取**

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.

周杰伦精通各种乐器， 擅长演绎钢琴、大提琴、小提琴、吉他、乃至各种打击乐器。从作词作曲开始摸爬滚打，直至2000年，正式以歌手身份出道，璞玉几经雕琢，自此便势不可挡。他大胆且极富创造性的将R&B及电子乐等欧洲音乐风格，与亚洲古典音乐相融合，开创属于自己的“周式曲风”，专辑销量也频频突破百万。在打开了亚洲歌坛的新局面后， “天王”再次突破自我，进军大银幕。

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

在出演了多部亚洲巨制影片及好莱坞大片后，周杰伦以实力证明了自己的才华不仅局限于音乐舞台，他对电影拥有同样敏锐的直觉和惊人的天赋。包括两部由他亲自编剧并执导的影片在内，其作品均获得业内人士称赞。在上述两部影片中，音乐无疑扮演了极其重要的角色。演员、导演、编剧，纵使不断尝试突破各种身份和角色， 音乐始终是他从未放弃过的挚爱。他的每张专辑一经发行，便迅速抢占亚洲各大音乐排行榜前列。

**Reinventing himself**

**时刻提升自己**

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 inTaiwanover 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.

除了工作，周杰伦还热心公益，积极倡导并推动慈善事业发展。2008年汶川大地震及这些年来台湾发生的地震，他都第一时间伸出援手，作出了表率。作为富邦慈善基金会大使兼捐款人，他时常身体力行，为他最关注的贫困及残障儿童的福利与教育问题尽一份心力。2016年，他还加入了“国际野生救援”（WildAid）行动，宣传抵制犀牛角、鲨鱼鳍、象牙以及世界上其它濒危动物制品的一切买卖和杀戮行为。

**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.

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地、冰川、空中和水下四大领域探险勇者的不二之选。如今，帝舵系列的经典款式包括碧湾（Black Bay）、领潜

（Pelagos）、骏珏（Glamour）及帝舵1926系列。自2015年，品牌采用帝舵表原厂机械机芯。