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## IWC UNVEILS BIG PILOT'S WATCH CAMPAIGN STARRING BRAND AMBASSADOR LEWIS HAMILTON

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Schaffhausen, 3<sup>rd</sup> June 2021 – Following the launch of its new Pilot's Watch collection in April, IWC Schaffhausen kicks off a global advertising campaign focusing on the Big Pilot's Watch. The campaign features seven-time FIA Formula One™ World Drivers' Champion Lewis Hamilton, who has been an IWC brand ambassador since 2013, and tracks Hamilton's evolution from a 'driver of the fastest cars' to a 'driver of change', as he increasingly seeks to use his talent and influence to raise awareness of social injustices and broaden opportunities to people from diverse backgrounds. The stunning imagery was shot by British photographer Misan Harriman, who also joins the global IWC family as a new brand ambassador.

IWC's new campaign pairs Lewis Hamilton with the Big Pilot's Watch, underscoring the unique status of both. First introduced to the luxury market in 2002, the Big Pilot's Watch has evolved into a modern design icon and an expression of a distinct mindset. Today, it is the timepiece of choice for cultural creators, bold entrepreneurs and people who go their own way to pursue their vision. Having journeyed from being an athlete who focused on chasing records in his sport to becoming a 'driver of change', Hamilton perfectly matches this profile. He is using his platform more and more to speak up about social issues, including issues relating to diversity and inclusion in his sport. In the campaign, Hamilton wears several timepieces from the new collection: The Big Pilot's Watch 43, the Big Pilot's Watch TOP GUN Edition 'Mojave Desert', the Big Pilot's Watch Perpetual Calendar and the Pilot's Watch Chronograph 41.

"We could not have found a better person than Lewis Hamilton to express the unique character that the Big Pilot's Watch embodies. He is not only a remarkable athlete but a multifaceted personality driven by passion and purpose, using his voice to speak out. Lewis deserves our deepest respect for his achievements, not only on the track but also as a driver of change. , As we strive to become a more inclusive organisation in line with our ongoing commitment to sustainability and responsibility, we are proud to partner with Lewis who embodies these values on this new campaign," explains Franziska Gsell, Chief Marketing Officer of IWC Schaffhausen.

### MISAN HARRIMAN ANNOUNCED AS IWC BRAND AMBASSADOR

The campaign imagery was shot by renowned photographer Misan Harriman. Born in Nigeria, Harriman was raised in the UK and recently made history by becoming the first black person in the 104-years of British Vogue to shoot the cover of the magazine's September issue. Entirely self-taught, he has documented many recent defining moments in history and is known for his unique narrative and reportage style. IWC is pleased to announce that Harriman will join its circle of brand ambassadors. The British photographer also appears in IWC's digital Big Pilot's Watch campaign. In a short video available on the brand's digital channels, he talks about milestones in his career and his love for the Big Pilot's Watch. IWC has also released a conversation between Harriman and Hamilton, in which they discuss the Formula One™ driver's incredible career, his passion for fashion and music, and his role as a social activist.

Link to watch Misan Harriman's IWC digital Big Pilot's campaign: <https://watches.iwc.com/misanigtv>

Link to watch the conversation between Misan Harriman and Lewis Hamilton: <https://watches.iwc.com/misanxlewis>

## IWC SCHAFFHAUSEN

In 1868, the American watchmaker and entrepreneur Florentine Ariosto Jones travelled from Boston to Switzerland and founded the 'International Watch Company' in Schaffhausen. His visionary dream was to combine advanced American manufacturing methods with the craftsmanship of Swiss watchmakers to make the best pocket watches of his time. In doing so, he not only laid the foundation for IWC's unique engineering approach but also established the centralised production of mechanical watches in Switzerland.

Over its 150 year history, IWC Schaffhausen has developed a reputation for creating functional complications, especially chronographs and calendars, which are ingenious, robust, and easy for customers to use. A pioneer in the use of titanium and ceramics, IWC today specialises in highly engineered technical watch cases manufactured from advanced materials, such as titanium-aluminide and Ceratanium®. Preferring the principle of "form follows function" over decoration, the Swiss watch manufacturer's timeless creations embody their owners' dreams and ambitions as they journey through life.

IWC sources materials responsibly and takes action to minimise its impact on the environment, creating intrinsically sustainable timepieces that are built to last for generations. The company prides itself in training its own future watchmakers and engineers, as well as offering an excellent working environment for all employees. IWC also partners with organisations that work globally to support children and young people.

## DOWNLOADS

Images of the new Big Pilot's campaign can be downloaded free of charge from [press.iwc.com](http://press.iwc.com)

## FURTHER INFORMATION

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## INTERNET AND SOCIAL MEDIA

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