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

**帝舵表宣佈亞洲流行天王周杰倫出任品牌全球代言人
攜手實踐# BornToDare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.**

他是音樂家，是演員，是導演，也是許多人心目中的偶像。演藝生涯近二十年，「亞洲流行天王」周杰倫，不斷挑戰極限，突破自我。 從台北到荷里活，無論下一個挑戰在哪，他早已準備好全力以赴。

**Tudor is Born to Dare**

**帝舵表，天生敢為**

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 — 「Born to Dare」（天生敢為）， 傳承品牌豐碩傳統，反映現今理念，向每一位無懼的勇者致敬，在陸地、冰川、空中和海底四大領域創下非凡成就；同時秉承帝舵表創辦人者漢斯．威爾斯多夫（Hans Wilsdorf）的製錶理念，即使面對最嚴苛的環境，帝舵表依舊表現出色，為每一位勇者所佩戴。此宣言更是帝舵表別樹一幟的明證，在製錶業屢次開創潮流，是當之無愧的引領者。

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「Born To Dare」的精神已在全球掀起浪潮，獲得無數敢為的傑出人士支持。其中， 憑藉不斷突破創新獲得「亞洲流行天王」稱號的周杰倫，可謂「Born To Dare」的最佳詮釋者之一。帝舵表熱烈歡迎他的加入，並對此次攜手合作充滿信心。

“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，秉承優越的製表工藝，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#BornToDare」**

**Devoted to the classic**

**始終醉心經典**

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.

周杰倫出生在台灣的一個教師家庭，從小就展現出過人的音樂天賦，四歲時開始接觸鋼琴，之後又學習大提琴。直至今日，在他心中，蕭邦始終是他最敬愛的作曲家。擁有獨特品味和文化涵養，讓周杰倫在挑選腕錶時一樣帶有鮮明的個人風格。他選擇的全新帝舵1926腕錶，是一款極其精緻且低調的機械腕錶，將傳統鐘錶美學與當今卓越的製錶工藝完美融合。

**Pushing the boundaries**

**不斷突破界限**

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，周杰倫成立了自己的唱片公司——杰威爾音樂有限公司（JVR Music），融合電子音樂與亞洲流行音樂，開創跨文化音樂形式。而他再一次用天才般的創造力證明，擔任音樂製作人所做的這一切嘗試，正是亞洲大多數年輕人對音樂文化的迫切追求。

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.

除了作詞作曲及音樂製作，他還多次親自擔綱音樂錄影帶導演，其中也包括他自己的音樂作品。身為一名成功導演，他將自己從樂迷們那裡感受到的情感，通過鏡頭轉化成深刻的個人啟發，傳遞給更多人，獲得亞洲及美國無數圈中人士的認同。

**Up for anything**

**一直敢於進取**

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.

周杰倫精通各種樂器，擅長演繹鋼琴、大提琴、小提琴，結他，以及各種敲擊樂器。他最初以作詞及作曲人的身份開始了自己的演藝事業，直至2000年，正式以歌手身份出道，璞玉幾經雕琢，自此便勢不可擋。他大膽且極富創造性的將R&B及電子樂等歐洲音樂風格與亞洲古典音樂融合，開創造屬於自己的「周式曲風」，專輯銷量也頻頻突破百萬。在打開了亞洲歌壇的新局面後，「天王」再次突破自我，進軍大銀幕。

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.

在出演了多部亞洲鉅製影片及荷里活大片後，周杰倫以實力證明了自己的才華不僅局限於音樂舞台，他對電影擁有同樣敏銳的直覺和驚人的天賦。包括兩部由他親自編劇並執導的影片在內，其作品均獲得業內人士讚賞。在上述兩部電影中，音樂無疑扮演了極其重要的角色。演員、導演、編劇，縱使不斷嘗試突破各種身份和角色， 音樂始終是他從未放棄過的摯愛。他的每張專輯一經發行，便迅速搶佔亞洲各大音樂排行榜前列。

**Reinventing himself**

**時刻提升自己**

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 inTaiwan 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.

除了工作，周杰倫還熱心公益，積極倡導慈善事業發展。2008年汶川大地震及這些年來台灣發生的地震，他都第一時間伸出援手，作出了表率。身為富邦慈善基金會的大使捐款人，他時常身體力行，為他最關心的貧困及殘障兒童的福利與教育問題盡一分心力。2016年，他還加入了「野生救援」（WildAid）組織，宣傳抵制犀牛角、鯊魚鰭、象牙以及世界上其它瀕危機動物製品的一切買賣和殺戮行為。

**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Montres TUDOR 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地、冰川、空中和海底四大領域探險勇者的不二之選。如今，帝舵表系列的經典款式包括 Black Bay（碧灣）、 Pelagos（領潛）、Glamour（ 駿珏）及1926（ 帝舵1926）系列。自2015 年，品牌採用帝舵表原廠機械機芯。