



MICHELE

WATCHES

MICHELE WATCHES ANNOUNCES ASHLEY GRAHAM AS THE BRAND'S NEW AMBASSADOR

The supermodel and entrepreneur embodies the celebration of multi-faceted women in the brand's Legacy Redefined campaign

Campaign and still life images courtesy of MICHELE Watches

Richardson, TX (Aug. 13, 2024) – [MICHELE Watches](#), a leader in boldly feminine timepieces is proud to announce *Legacy Redefined*, their latest campaign. *Legacy Redefined* celebrates strong women and the multifaceted legacies they create throughout all phases of their life. It inspires and empowers them to embrace their dual roles of boldness and femininity while defining their own legacies, time after time. None personifies this message more than the boundary-breaking campaign face, Ashley Graham.

As a supermodel, entrepreneur, mother, author and advocate, Ashley Graham has redefined the fashion and media industries while always staying true to her authentic self. Her legacy is built on her self-assuredness and leading with kindness. By leaning into her confidence, Ashley has created waves of influence and hopes to inspire all women to do the same — be themselves, embrace their journeys and lift each other up.

“This Michele campaign has truly blended so many aspects of my life, including fashion, women empowerment, personal growth, and family,” said **Ashley Graham**. *“I’m honored to have been chosen as the face to bring this campaign to life, and I hope that my legacy inspires all women to be themselves in their unique beauty.”*

Lensed by photographer Coliena Rentmeester and styled by Emily Evans, the mother-of-three can now be seen as the face of *Legacy Redefined*, stylishly modeling iconic and new timepieces. It was a family affair, with Graham’s kids making a surprise appearance in the images.

MICHELE Watches’ Swiss movement, genuine diamonds, signature red crown and iconic seven-link bracelets have always been as distinct and recognizable as the multifaceted women who wear them. Now, MICHELE Watches invites all women to celebrate their milestones and their lasting impacts with an iconic design updated in beautiful, new colorways, such as the best-selling Deco Diamond Two-Tone 18K Gold-Plated Watch, now available in Blue Dusk.

*“We’ve spent time over the past 18 months connecting with the MICHELE Watches woman. It was inspiring to see how drive & ambition along with nurturing femininity enables our consumer to manifest her best self. They are women truly dedicated to foraging their own path as they redefine what legacy uniquely means to **them**— they are the driving force behind the ‘Legacy Redefined’ campaign,” said **Lisa Pillette, Chief Marketing Officer of Fossil Group, Inc.** “When we began discussing who would anchor this campaign, we knew she needed to be a powerful mix of attributes: bold, confident and someone who stands for making a real difference . Once we had that outlined, Ashley Graham was the clear woman.”*

Ashley Graham’s edit for MICHELE Watches is now available on michele.com and select stores nationwide. It retails for \$1,595 - \$5,995.

Press Inquiries

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MICHELE Watches

MICHELE timepieces are an extension and reflection of the women who wear them. Every MICHELE watch is built to celebrate feminine ambition and boldness—a reminder of all a woman has accomplished as she builds her own legacy. MICHELE's beautifully-feminine timepieces use precise Swiss movements, genuine gemstones and diamonds, and premium finishes. Each luxury timepiece is distinctly and recognizably MICHELE with signature elements and bold art deco-inspired details.

Ashley Graham

Ashley Graham is an American supermodel, designer, author and entrepreneur whose influence has reshaped the fashion and media industries and redefined traditional beauty standards. Ashley has worked in numerous areas of the fashion industry including editorial, catalogue, runway, commercial, television and film. In February 2016, Ashley made history as the first size 14 model to ever be featured on the cover of *Sports Illustrated Swim*. In January 2018, she became a brand ambassador for Revlon, making her the first curvy model of her generation to receive a major beauty contract.

Ashley has been featured on the covers of *Vogue*, *British Vogue*, *Harper’s Bazaar UK*, *Cosmopolitan*, *SELF*, *New York Magazine*, *Maxim* and many more. She has received numerous accolades for her work, including *Forbes’* coveted “30 Under 30” list and cover feature; *Glamour’s* “Woman of the Year,” with Mattel simultaneously creating a one-of-a-kind Barbie in her likeness; *People’s* “25 Most Intriguing People of the Year”; *Time’s* “100 Most Influential People in the Word”; *The Daily Front Row’s* “Fashion Force of the Year”; and *GQ’s* “International Female Model of the Year”. She was honored at the 2023 Women Making History Awards and in 2019 United Nations’ Women for Peace Association presented her with their first “Women Empowerment Award.”

Ashley is a sought-after television personality and has hosted internationally televised programs such as ABC’s “Countdown to the Oscars” in 2019 and 2023, Miss Universe, Miss USA and Lifetime’s “American Beauty Star”, a competition series to find the next best hair or makeup artist. In 2023, she hosted HGTV’s “Barbie Dreamhouse Challenge”, where teams transformed a Southern California home into a real-life Barbie Dreamhouse. Up next, , Graham will host season 2 of Roku’s “Side Hustlers” alongside entrepreneur and investor Emma Grede, after season 1 became the most in-demand title on The Roku Channel during opening weekend.

Ashley is regularly invited to speak about body image, self-acceptance and female empowerment. Her first TEDx talk “Plus Size? More Like My Size” given at TedxBerleeValencia was viewed over 4.3 million times.