



## Jaeger-LeCoultre celebrates seven years of partnership with the Shanghai International Film Festival

In 2017, the fine watchmaking brand Jaeger-LeCoultre is proud to perpetuate for the seventh consecutive year its partnership with the Shanghai International Film Festival, which will open on June 17<sup>th</sup>. To support the restoration of classic Chinese films, Jaeger-LeCoultre will host a grand charity dinner during the opening of the film festival. The event will be attended by Brand Ambassador Ms Zhao Wei and Friend of the Brand Mr. Jing Boran alongside an array of upcoming and renowned Chinese actresses and actors.

### **A celebrated rendezvous between watchmaking and cinema**

For more than a decade, Jaeger-LeCoultre has been closely associated with the best artistic film festivals around the world. In cinema, the Grande Maison has found shared values and a common mission: to make every second bear the imprint of a moment of eternity.

In 2012, the Brand delighted the 15<sup>th</sup> Shanghai International Film Festival with the introduction of the Rendez-Vous collection. This year marks a new chapter in the story of its women's timepieces. With sophisticated materials in muted and sparkling tones reinforcing the timeless style of these elegant, noble timepieces, the new Rendez-Vous collection invites women of the world to enjoy its company right around the clock. Inspired by the movement of the heavenly bodies, the Manufacture's artisans faithfully reproduced the magnetic beauty of the sky, moon and stars.

Featuring a moon phase whose many facets reflect shifting hues over time, the Rendez-Vous Moon captures the aura of timeless objects, while the Rendez-Vous Night & Day exudes a sophistication pervading each and every detail. Understated and refined, its night and day display provided at 6 o'clock reveals a delightful interpretation of the moon.

The new Rendez-Vous Celestial draws its inspiration from the astonishing lightshow of the aurora borealis. Offering a view of the celestial map as seen from the northern hemisphere, this new feminine interpretation of a unique horological feature explores the full range of artistic possibilities offered by Jaeger-LeCoultre's Rare Handcrafts' workshop.

The Manufacture Jaeger-LeCoultre's watchmakers have imagined the Rendez-Vous Sonata Large to provide a discreet reminder of an upcoming rendezvous. It chimes at the appointed hour, thanks to the mysterious little star that has marked out certain models of the Rendez-Vous line since its inception and that can be moved around the dial.

All of these interpretations are the fruit of many long hours in the Vallée de Joux workshops, and now their story continues as they gracefully accompany women who daily reinvent themselves in the role of a lifetime.

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## JAEGER-LECOULTRE AND CINEMA

*Since 1833, Jaeger-LeCoultre has remained dedicated to the legacy of watchmaking traditions while maintaining its expertise for invention in creating authentic, fine watchmaking legends. Committed to a constant quest for excellence and supported by a unique inventive spirit, Jaeger-LeCoultre has a long-standing engagement in supporting the appreciation and preservation of film.*

*For more than a decade, Jaeger-LeCoultre has been closely associated with the best artistic film festivals around the world, including Venice, Shanghai, and San Sebastian, and in turn pays tribute to the creative talent of filmmakers by annually awarding the Glory to the Filmmaker Award. Through its close affinity with the world of film, Jaeger-LeCoultre has found shared values and a common mission: each second bears the imprint of a moment of eternity.*

*The feminine Rendez-Vous watch is with you in all the precious moments and adapts to every new role. Jaeger-LeCoultre invites every woman to express the actor within her, by capturing an iconic moment or scene from the movies. Live a uniquely emotional moment and share it with everyone.*

#LikeinaMovie

## THE JAEGER-LECOULTRE MANUFACTURE

*Since its creation, Jaeger-LeCoultre has been delighting and surprising devotees of beautiful objects. In keeping with the inventive spirit initiated in 1833 by its founder Antoine LeCoultre, the artisans of the Manufacture combine their talents and expertise to create collections which have been at the forefront of watchmaking both technically and artistically: Reverso, Master, Rendez-Vous and Atmos – this rich legacy built by the Grande Maison over centuries serves as a constant source of inspiration in its ongoing pursuit of excellence. In the wake of many legendary models, the 21<sup>st</sup> century has seen the emergence of the Hybris Mechanica and Hybris Artistica collections. These rare pieces are as surprising as they are sophisticated yet again bearing witness to the creative passion of the men and women who work in symbiosis under its roof – some of them descending from a long line of watchmakers.*

*For Jaeger-LeCoultre, 2017 is an opportunity to reveal watchmaking treasures of stunning beauty, and to elevate the new Rendez-Vous line to the apex of ladies' watches.*

[www.jaeger-lecoultre.com](http://www.jaeger-lecoultre.com)

