



Seven years of consecutive partnership heralds The Greatest Rendez-Vous of Cinema

Fine watchmaking brand Jaeger-LeCoultre in partnership with the Shanghai International Film Festival celebrated the opening of the Festival on June 17th, 2017. In its seventh year of sponsorship of the festival, Jaeger-LeCoultre hosted a charity dinner, where it held an auction to support the restoration of classic Chinese films. Jaeger-LeCoultre's Brand Ambassador Zhao Wei and Friend of the Brand Jing Boran, alongside actresses Araya Alberta Hargate (Khun Chompoo), Julie Delpy, Kara Wai and Zhang Jingchu, amongst other, enlightened the festival and shared indelible moments.

A dulcet melody of a long-lasting partnership with cinema

Jaeger-LeCoultre has long been dedicated to the art of cinema and supports several world-renowned film festivals, such as the world's oldest film festival of Venice.

Jaeger-LeCoultre's Brand Ambassador Ms. Zhao Wei, a prominent representative of the Chinese film industry, continues to partner with the Grande Maison so as to contribute to the development of Chinese cinema. With the significant support from an array of talents of cinema, Waitanyuan sparkled with the femininity of the Rendez-Vous collection, reflecting the elegance and grace that has underpins Jaeger-LeCoultre's craftsmanship.

Rendez-Vous: a tender passion for delicate femininity

In 2012, Jaeger-LeCoultre delighted the 15th Shanghai International Film Festival with the global reveal of its Rendez-Vous collection. This year, the Manufacture celebrated its new collection, especially designed for women.

The innate elegance of women is a true inspiration for Jaeger-LeCoultre. The Rendez-Vous collection enables women to fully express their feminine charm. With the Rendez-Vous collection, Jaeger-LeCoultre has composed a glorification to female grace, showing how genuine elegance never fades.

Inspired by the grand mysteries of nature, Jaeger-LeCoultre's watchmakers have always endeavoured to preserve the Manufacture's legacy through the measurement of time. The setting of the little star-shaped hand on the Rendez-Vous Day & Night, Rendez-Vous Celestial, Rendez-Vous Moon, and the new Rendez-Vous Sonatina is reminiscent of the stars passing through the night sky. Through its elegant, noble timepieces, Jaeger-LeCoultre shares its passion for the secrets of the universe.

Under these brilliant stars, Jaeger-LeCoultre has inspired a sense of deep passion, reflecting its steadfast pursuit of both elegance and grace.

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.

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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 21st 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

