



## **JAEGER-LECOULTRE SETS A NEW RENDEZVOUS WITH CINEMA**

For several years, Jaeger-LeCoultre has had a special connection to Cinema. To mark the Shanghai International Film Festival (SIFF), which it has sponsored since 2011, the Grande Maison is introducing a new limited edition as part of the Rendez-Vous Night & Day collection. Dressed in crimson red, pink gold, and studded with diamonds, this limited edition of one hundred pieces pays homage to the glamorous world of red carpets and celebrities. The latest limited edition will have its world premiere during the SIFF 2018.

- **Rendez-Vous Night & Day Medium Tribute to Cinema**

### **A limited-edition Rendez-Vous in the Jaeger-LeCoultre tradition**

The Grande Maison takes great delight in paying tribute to Cinema, and has created an exclusive edition, as in 2017, that pairs watchmaking tradition with feminine elegance in an exquisite model. The new Rendez-Vous Night & Day performs an unprecedented role with bold staging, showcasing crimson red on both its iconic function disc at 6 o'clock and on its glistening, bright red alligator-leather strap. It also appears on the winding crown in the guise of a garnet cabochon as red as film-star lips.

### **An ode to film and the eternal feminine**

Fitted with the Jaeger-LeCoultre Calibre 898A/1, the watch reveals a day/night indicator against a new backdrop. The Moon, which traditionally features on the models of this line, gives way to a five-pointed star. Could it be a tribute to cinema and its stars? Or a subtle reminder of one of the Rendez-Vous collection's unique characteristics? In any event, this pink gold star gracefully glides across a crimson red background, which gives a subtle nod to the deep red of its strap. A bezel set with brilliant-cut diamonds enhances this new expression and underscores the finely guilloché-adorned face of this sublimely feminine model, which can be discovered as a limited edition in Jaeger-LeCoultre boutiques.

### **“Glory to the Filmmaker” trophy**

To celebrate the red-letter day of its official release, the Rendez-Vous Night & Day Medium Tribute to Cinema will be presented at the Shanghai International Film Festival during the presentation ceremony of the now-famous “Glory to the Filmmaker” trophy. Inaugurated by Jaeger-LeCoultre, this award recognises every year the creative talents of exemplary past and present film figures who endeavour to advance and promote cinema. The world



launch of the Rendez-Vous Night & Day Medium Tribute to Cinema will be beautifully accompanied by the recognition of a female cinematic personality, whom the award will be presented this year in Shanghai.

Drawn to the world of film by a shared passion for magnificent storytelling, the Grande Maison transports us once again to the imaginative and creative realm of its unbridled talents. Like the scripting and production of a cinematographic work, the new Rendez-Vous Night & Day Medium Tribute to Cinema marks the culmination of a project performed by passionate artisans fuelled by a desire to share their art with an admiring audience.

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### **The Jaeger-LeCoultre Manufacture**

We were born in La Vallée de Joux in the Swiss mountains in 1833.

Since day one, each watch, from the calibre to the case, is designed, made and assembled in our Manufacture by our master watchmakers. It demands inventiveness, determination, hard work and courage. How long it takes is irrelevant. What matters is how long it will last. This is the maker spirit.

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