

EVENTS/CAUSES

Jaeger-LeCoultre celebrates Old Hollywood with photographic exhibit

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Anne Bancroft and Dustin Hoffman on the set of The Graduate; photo by Bob Willoughby

By STAFF REPORTS

Swiss watchmaker Jaeger-LeCoultre is taking consumers back in time with an exhibit of photographs taken on the sets of famous films.

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“The Art of Behind the Scenes,” a collaboration with Finch & Partners, will coincide with the Cannes Film Festival. This enables Jaeger-LeCoultre to highlight its longstanding relationship with cinema, as well as celebrate the art of photography.

Looking back

Jaeger-LeCoultre’s exhibit will be held at the Hôtel du Cap on May 15.

The photography was curated specially by expert John Ingledew. Many of the works have not been showcased before.

Photographer Bob Willoughby took a candid shot of Audrey Hepburn and director George Cukor having a chat about “My Fair Lady.” Another of his photos on display captures Anne Bancroft and Dustin Hoffman while filming “The Graduate.”



Audrey Hepburn and George Cukor on My Fair Lady; photo by Bob Willoughby

Another by Terry O'Neill shows Clint Eastwood reclining and reading the newspaper on the set of "Joe Kidd."

Jaeger-LeCoultre previously burnished its film credentials with its latest support of the the 71st Venice International Film Festival through Sept. 6.

The brand also had plans to support the 39th Toronto International Film Festival Sept. 4-14. As Jaeger-LeCoultre firmly settles itself in the world of film, it aims to involve fans along the way through social media ([see story](#)).

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