

EVENTS/CAUSES

Jaeger-LeCoultre is “transcending time” through cinematic exhibit

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Image from "Two Worlds"

By STAFF REPORTS

Swiss watchmaker Jaeger-LeCoultre is exploring the many facets of an actress' life through a photographic exhibit at its Madison Avenue boutique in New York.

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"Two Worlds" showcases images of Canadian screen star Sarah Gadon wearing a Rendez-Vous watch as a constant, with photography by Caitlin Cronenberg reflecting both her old and new life in New York. This exhibit celebrates the ever-present nature of a timepiece, as it travels with the wearer through time.

Tied together

Jaeger-LeCoultre's exhibition opened Nov. 17 and will close Nov. 30, giving consumers a short window in which to view the art.

Ms. Cronenberg's photography is meant to show the symbiotic relationship between Ms. Gadon and her watch. The actress became enamored of the Rendez-Vous back in 2013 at the Venice Film Festival, falling for the delicate timepiece's Art Deco touches, including a face surrounded by diamonds.

Shots take place in Brooklyn, the actress' home, and Manhattan, where she explores.



Boutique
Exhibition
in New York

#JLCinNYC



Promotional material for Two Worlds

"Haute horlogerie and the worlds of cinema and photography share common values: both create dreams and a sense of wonder through aesthetic and technical mastery," said Daniel Riedo, Jaeger-LeCoultre CEO, in a brand statement. "Jaeger-LeCoultre draws upon the talent of its many artisans to create exceptional watch objects, just as it

takes talented writers, directors, actors and technicians to produce a work of filmmaking art. It is all about two worlds infused with creative ingenuity."

Jaeger-LeCoultre has previously shown its dedication to the filmmaking process through the support of creatives.

Swiss watchmaker Jaeger-LeCoultre is showing its dedication to the cinematic arts with an initiative alongside New York's Film Institute of Lincoln Center.

This year, the third annual Filmmaker in Residence is Greek writer and director Athina Tsangari, who will work on her thriller/comedy "White Knuckles" during her time in New York. Jaeger-LeCoultre frequently aligns itself with the film world as a way of showing its own artistry ([see story](#)).

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