

INTERNET

Jaeger-LeCoultre captures waiting game to launch Christian Louboutin collaboration

April 29, 2016



Still from Jaeger-LeCoultre's film

By STAFF REPORTS

Swiss watchmaker Jaeger-LeCoultre is showcasing the design duality of its Reverso timepiece developed with footwear designer Christian Louboutin.

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To introduce the collection, the partners filmed model/actress Elisa Sednaoui in a social video, with her taking on the role of an impatient woman in need of a watch that suits her multifaceted lifestyle. The effort feels similar to a fashion film, a fitting promotion for the partnership.

Waiting room

Directed by Olga de Grce, the film opens on Ms. Sednaoui as she sits looking out a window. Showing that she is waiting for something to happen, she glances at her watch and taps on her legs.

The scene changes, and the model is shown in the kitchen mixing up batter at an unbelievably fast pace. She again plays the waiting game while her treat is in the oven.

In another vignette, she paces across the floor, once more looking at her wristwatch for the time. A delivery man carrying a pyramid of shoe boxes arrives, and she pulls a printed pump out of one of the containers.

Mr. Louboutin makes an appearance, helping Ms. Sednaoui transition her timepiece in the blink of an eye.

"The short movie is a reflection on the mind's ability to affect the passage of time," said Ms. de Grce in a brand statement. "With impatience, time slows down and every tick of the watch seems to last an eternity; our heroine is waiting for the day to finish, the cake to bake, the courier to arrive. And finally, when the friend arrives, time, like a beating heart, accelerates wildly with the joy of seeing a loved one.

"A simple flick of the wrist reverses the watch and time."

A behind-the-scenes video provides a further glimpse into the process behind the filming.

Mr. Louboutin's Reverso timepieces are dressed for a night out, with diamonds surrounding the dial on one side of the reversible case. The designer left the Art Deco lines of the timepiece style in tact, but played with color and transparency on the strap.

"I understood that the Reverso's iconic Art Deco lines and very specific format could be customized and changed,

but never improved," Mr. Louboutin said in a statement. "The exciting part is not about enhancing the Reverso, but instead offering a different perception of it through inventive suggestions expressed on the space available for decoration and on the strap.

"I have always loved the shape of the watch, and would never have agreed to this project if I had not been deeply convinced that I loved the original design of this object."

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