

JEWELRY

## Jaeger-LeCoultre promotes film festival sponsorship via Snapchat, exhibit

October 4, 2016



*Jean-Luc Godard during the filming of "Le Mepris" in Villa Malaparte in Capri in Italy, by Ghislain Dussart*

---

By STAFF REPORTS

Swiss watchmaker Jaeger-LeCoultre is taking a cinematic tour of New York to fete its initiatives surrounding the New York Film Festival.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

As part of its multi-year partnership with the nonprofit Film Society of Lincoln Center begun in 2013, the brand is acting as a premium sponsor for the festival running Sept. 30 to Oct. 16. In honor of the 54th edition of the celebration of both American and international filmmakers, Jaeger-LeCoultre embarked on a Snapchat journey through the host city.

In focus

Jaeger-LeCoultre kicked off its Snapchat story with a rooftop view of New York's skyline. From there, it offered glimpses of its 85th anniversary Reverso timepieces, display cases set up outside of its flagship store and an exterior shot of a venue for the New York Film Festival.



*Screenshot of Jaeger-LeCoultre's Snapchat story*

Alongside its sponsorship of the festival, Jaeger-LeCoultre is also providing a behind-the-scenes look at filmmaking. After collaborating on an exhibit staged during the Cannes Film Festival in 2015, Jaeger-LeCoultre is again working with Finch & Partners to showcase some candid shots from the making of iconic films, including a number of images that have never been exhibited before.

"The Art of Behind-the-Scenes" will present images such as Grace Kelly relaxing on the set of "High Society" and Michael Caine reclining in a chair during the filming of "The Magus on Mallorca."

In addition to its work with the Film Society of Lincoln Center for its festival, Jaeger-LeCoultre supports emerging film talent with a Filmmaker in Residence initiative ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.