

JEWELRY

Jaeger-LeCoultre offers charitable auction and watch exhibit at Shanghai Film Festival

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Jaeger-LeCoultre returns for its eighth year sponsoring the event. Image credit: Jaeger-LeCoultre

By STAFF REPORTS

Swiss watchmaker Jaeger-LeCoultre is celebrating its eighth year as the partner of the Shanghai Film Festival with an exclusive gala.

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The dinner will include a charitable auction to raise money for the preservation of Chinese film. Jaeger-LeCoultre's support of the cinema is meant to inspire people from the world of art and film to become customers of the brand.

Film festival

On June 16, filmmakers from around the world will gather in Shanghai for the annual Shanghai Film Festival.

For the eighth year in a row, Jaeger-LeCoultre will be an official sponsor for the event. This year, the brand has three special projects cooked up for the occasion.

On the opening night, Jaeger-LeCoultre will host a gala dinner for attendees. During the dinner, an auction will be held of Jaeger-LeCoultre watches, with proceeds going to the restoration and preservation of classic Chinese films.

Additionally, the brand will be giving out the Jaeger-LeCoultre Glory to the Filmmaker Award, a special prize given to filmmakers who have made notable breakthroughs in Chinese cinema.



The Glory to the Filmmaker Award. Image credit: Jaeger-LeCoultre

Finally, Jaeger-LeCoultre will host a brand exhibition in the form of an installation of watches from its Polaris collection, which attendees can browse alongside antiques from the brand's archives.

Jaeger-LeCoultre has made a habit of structuring campaigns around the cinema. Last year, Jaeger-LeCoultre provided an intimate look at some of film's most well-known faces through a public exhibition.

Ahead of the Academy Awards on Feb. 26, 2017, the brand co-presented "The Art of Behind the Scenes," which featured candid photography shot on-set of movies, at the Los Angeles gallery KP Projects. The timing of this exhibit reached consumers as Hollywood was top-of-mind ([see story](#)).

By sponsoring the Shanghai Film Festival, the brand will continue its relationship with the film industry as it seeks to promote Chinese film.

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