WATCHES AND JEWLERY

Rolex commemorates power of film in Oscars campaign

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Rolex became partner to the Academy in 2017. Image credit: Rolex

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Rolex is celebrating cinema in the spirit of Hollywood's most esteemed event.

Rolex released a short film on the night of the 94th Academy Awards on March 27, honoring the magic of movies. The visual feat was an ode to the partnership between Rolex and the Oscars, celebrating six consecutive years of Rolex's sponsorship of the ceremony.

Moments in time
"The Path" vignette explores how films capture disparate time periods, but also human emotion, which is a timeless entity.

The short film features a contemplative voiceover set over snippets of scenes from contemporary movies including *Sound of Metal, If Beale Street Could Talk* and *The Grandmaster*, as well as beloved classics including, *The Wizard of Oz, Paper Moon* and *The Graduate.*

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Similar to a Rolex timepiece, powerful films grow embedded in consumers' minds and positive experiences.

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In 2017, Rolex became partner to the Academy of the Motion Picture Arts and Sciences. The watchmaker and AMPAS overlap in their shared ethos of the strive and celebration of excellence.

Rolex is not the only watchmaker with a close to tie to film.

In 2019, Swiss watchmaker Omega celebrated the 50th anniversary of a classic James Bond film with the launch of a

limited-edition timepiece that references the brand's connection to the secret agent. The character of James Bond has worn an Omega timepiece in every film appearance since 1995's *GoldenEye* (see story).