

WATCHES AND JEWELRY

Jaeger-LeCoultre taps Amanda Seyfried for cosmic campaign

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Amanda Seyfried is an American actress and friend of the watchmaker. Image credit: Jaeger-LeCoultre

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Jaeger-LeCoultre is celebrating the launch of its newest Rendez-Vous Dazzling Shooting Star watch with American actress Amanda Seyfried as the star of its campaign.

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Continuing with the astronomical theme, Jaeger-LeCoultre has unveiled the "In Pursuit of Chance" campaign, a poetic journey through the stars with the "Mamma Mia!" actress. Promoting the collection's latest addition, the campaign aims to embody the concept of manifestation, alluding to the idea that life is not merely a series of lucky encounters, but rather an intentional existence.

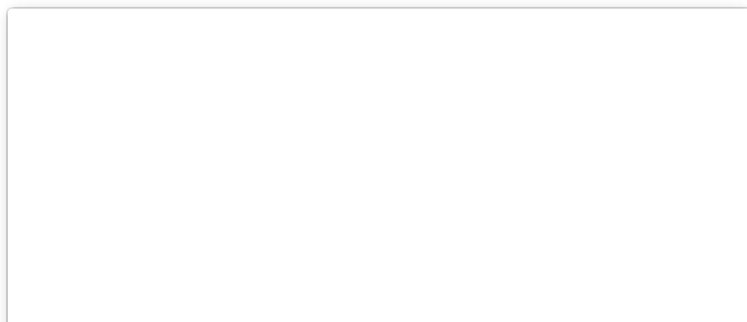
"I see a parallel in my own life," Ms. Seyfried said in a statement. "To me, shooting stars can symbolize change and give us hope.

"By making a wish, I am challenging myself to make a difference in my life and it feels that the universe allows me to."

Rendezvous among stars

The watchmaker is promoting the idea that human beings create the conditions in which they may accomplish their desires, making their dreams a reality.

With this, the shooting star, the collection's core motif, acts as a metaphor for this power.



[View this post on Instagram](#)

A post shared by Jaeger-LeCoultre (@jaegerlecoultre)

Amanda Seyfried stars in the brand's new cosmic campaign

Wearing the new Rendez-Vous Dazzling Shooting Star, Ms. Seyfried appears in a dramatic and dreamlike setting, with the night sky as her backdrop.

Additionally, the brand released a behind-the-scenes look at the making of the "In Pursuit of Chance" campaign, where Ms. Seyfried is shown getting into a Jaeger-LeCoultre character, honing her on-screen presence to bring the narrative to life.

The Rendez-Vous collection ranges from \$7,850-\$97,500.

In May, the watchmaker debuted its newest Polaris Perpetual Calendar model through a cinematic depiction of time and movement with actor and friend of the house, Benedict Cumberbatch.

In staying true to Jaeger-LeCoultre's philosophy of blending tradition with modernity, the watch brings together a historic complication and contemporary style. In the short film, the Sherlock actor is seen wearing the watch as he explores three natural environments: lakes, forests and the skies ([see story](#)).

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