

JEWELRY

# Chopard sponsors Red Sea International Film Festival for second year

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*The festival's top winner will receive an award designed by artisans at Chopard. Image courtesy of Chopard*

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By LUXURY DAILY NEWS SERVICE

Swiss jeweler Chopard is showing further support for cinematic expression.

The brand is the official watch and jewelry partner of the Red Sea International Film Festival, taking place from Nov. 30 to Dec. 9, 2023, in Jeddah, Saudi Arabia, for the second year. Establishing a pattern of movie and visual art patronage, on display throughout its campaigns, Chopard will once again activate at the event, designing the competition's main "Golden Yusr for Best Feature Film" award.

"Chopard shares a number of key values with cinema, including a strong focus on daring and creativity," said Caroline Scheufele, co-president and artistic director of **Chopard**, in a statement.

"Just like movie stories, our watches and jewelry are thus great sources of emotion and a vector for escapism: they provide a comforting bubble away from the world," Ms. Scheufele said. "Today, we are thrilled to be furthering our commitment to the seventh art through our partnership with the Red Sea International Film Festival."

## **Cinematic renewal**

In its third edition, the festival brings together figures from across the film landscape.

One lucky Red Sea International Film Festival winner will receive an award designed by Chopard artisans. Shaped like a shell, the rock crystal is decorated with 18-carat ethical gold and will be granted at the end of the event by the jury.



*Chopard will support both emerging and established talents at the event. Image courtesy of Chopard*

Chopard is also presenting the "Best Emerging Talent" award and trophy this year. The honor was created by the brand in 2022 in an effort to "support a new generation of talents," according to the company.

For 2023, the prize will once again be given to an actor or actress at the beginning of their career during the Festival Awards Ceremony.

It is not just fresh faces that have benefited from Chopard's spotlight.

Recently, the jeweler has been uplifting brand ambassador and American actress Julia Roberts. The Hollywood A-lister has appeared in numerous Chopard campaigns, bringing attention to sustainability efforts and, of course, celebrating a passion for making movies ([see story](#)).

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