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Jaeger-LeCoultre Unveils Scuola Grande di San Rocco Reverso Enamel Watch at Venice Film Festival

Description

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This weekend marked the close of the 73rd edition of the Venice International Film Festival. Swiss watch brand Jaeger-LeCoultre has been a partner of the cinema event for a dozen years and is firmly entrenched in honoring film and the ancient city of Venice. In fact, for the past three yeas, the brand has been an active supporter of Venice restoration, assisting with restoring the Scuola Grande di San Rocco, which houses numerous paintings by 16th-century artist, Tintoretto. This year, to honor the restoration effort, as well as to celebrate the brandâ??s 85th anniversary of the famed Reverso, Jaeger-LeCoultre presented multiple new Reverso timepieces â?? including a unique hand-painted watch that depicts the restoration inside the Scuola Grande di San Rocco.



The one-of-a-kind Reverso Grande Taille watch features a miniature enamel rendition of the main marble staircase inside the Scuola Grande di San Rocco. The hand painting of the Reverse side of the case â?? done completely iin-housein the brandâ??s rare handcrafts division â?? took three weeks to complete. The dial required multiple layers of paintings, 32 drying processes and 15 firings of the kiln at 800Â°C. The watch is so beautiful and unique that it will not be sold at this point in time. Instead, it will be housed in the brandâ??s heritage museum in Switzerland.

To further support the restoration cause, Jaeger-LeCoultre has also implemented several initiatives. Until September 15, for every visitor to the brandâ??s facebook page who likes the post about the

hand-painted watch, a donation will be made by the brand to the restoration program.

There was also a signing in Venice during the film festival, wherein anyone who signed the guest book with a heart drawing included, the brand would also donate to the cause. To kick off that initiative, Jaeger-LeCoultreâ??s brand ambassador Carmen Chaplin (of Charlie Chaplin descent) drew a heart that was engraved on the back of a Reverso watch.

Also during the festival, Jaeger-LeCoultre unveiled a host of new Reverso watches, including a high-jeweled piece, as well as several incredible haute Joaillerie watches that underscore the brandâ??s prowess not only in watchmaking but also in the arts of gem setting, enameling, engraving and more.



(Source: http://www.forbes.com)

Category

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Date Created
September 13, 2016
Author
hollywoodglee