

JULIA ROBERTS CHOOSES HAPPY

*Signature Chronicles an Encounter Between
Two Icons of Joie de Vivre*

Happy Sport is the stroke of genius of a young woman driven by boundless daring and creativity. First introduced by Caroline Scheufele in 1993, it bears the countless transformations of an era and embodies *Joie de Vivre* and the free-spirited attitude to which contemporary women aspire. Julia Roberts, Hollywood's most enigmatic star, chooses this icon of fashion and watchmaking, as it stages the enchanting choreography of its dancing diamonds through a multitude of variations that have appealed to every generation since its creation.

Who would be better to embody *Joie de Vivre* than the Hollywood star with the world's most radiant smile? In the 1990s, Julia Roberts became one of the world's most accomplished actresses when filmmakers and audiences around the globe fell under the spell of her contagious laugh. After a series of movies that marked the decade, Julia Roberts was awarded the Academy Award for Best Actress in 2001. Equally acclaimed by critics for her roles in romantic comedies and dramas, the Cannes Film Festival welcomed this true legend of the cinema in 2016 with a sense of honour and emotion. The first time she strode up the famous steps of the Palais de Festival in Cannes - barefoot and wearing an off-the-shoulder black dress highlighting a Chopard Haute Joaillerie emerald and diamond necklace - has become the most memorable red carpet



staircase event in recent editions of the festival, thanks to Julia Roberts's naturally graceful demeanour. Since then, she has uniquely personified the ultimate free-spirited woman.

No wonder that passionate film-lover, Caroline Scheufele, asked Julia Roberts to embody the face of the Happy Sport woman when launching new versions of the watch that has, itself, become an icon. Said Caroline: "It was her and nobody else! Julia Roberts was the only person I felt could convey the spirit that I see in Happy Sport."

Charmed by the boldness of the Happy Sport creations, Julia Roberts pointed out: "I am honoured to be collaborating with Chopard on the Happy Sport watch, one of the most iconic and desirable models in the industry."

To choreograph the encounter between Julia Roberts and Happy Sport, Caroline Scheufele entrusted the artistic direction of the new campaign to the director, Xavier Dolan. Renowned for the intensity with which he conveys his protagonists' emotions through the camera, Xavier Dolan managed to show in a short film how Julia Roberts instinctively relates to the *Joie de Vivre* inherent in Happy Sport watches. He also served as artistic director for a series of photographs taken by photographer, Shayne Laverdière.

The choice of Julia Roberts and Xavier Dolan also reflects Chopard's deep-felt attachment to the world of cinema. An official partner of the Cannes Film Festival since 1998, the Maison has been actively contributing to film production and the emergence of young talent, as evidenced by its *Trophée Chopard*, awarded each year to an up-and-coming actress and actor. In the person of Julia Roberts, Chopard has



chosen to express a kindred spirit with an undisputed movie icon, a veritable legend and a unique actress. One of the most talented directors in the world of contemporary cinema, Xavier Dolan, on the other hand, has had most of his films selected to compete at the Cannes Film Festival and other major cinema events.

The Chopard Happy Sport range of ladies wristwatches is exclusively available at Architects of Time, Victoria & Alfred Waterfront in Cape Town, and at Boutique Haute Horlogerie in Hyde Park Corner, Johannesburg. Call +27 21 421 4296, or +27 11 325 4119 for more information.

