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# ‘FOR THE LOVE OF CINEMA’ IWC SCHAFFHAUSEN WELCOMES CATE BLANCHETT FOR A SPECIAL EVENT IN SHANGHAI TO CELEBRATE THE ROLE OF WOMEN IN THE FILM INDUSTRY

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Shanghai, November 8, 2018 – IWC Schaffhausen held a ‘For the Love of Cinema’ event at Capella Shanghai, the last remaining cluster of traditional Shikumen townhouses in the modern city. Here East meets West and, with the presence of Academy Award-winning Hollywood actress and IWC Brand Ambassador Cate Blanchett, Chinese actresses Li Qin, Yuan Quan and Rebecca Tsang and actor and Friend of IWC, Zhang Ruoyun, the Maison is turning the spotlight on the achievements of female actors.

IWC is passionate about filmmaking and was proud to host this unique gathering, which saw Cate Blanchett meet many up-and-coming Chinese talents. As our most iconic women’s watch, our Portofino timepieces were also in the spotlight at the event.

Franziska Gsell, Chief Marketing Officer of IWC Schaffhausen, commented: “We at IWC believe that the worlds of film and fine watchmaking share much in common: both are based on a long tradition, both draw on a pioneering spirit, and both require skill and expertise to create a stream of new masterpieces. In both of these fields and beyond, women have the power to inspire others to fulfill their dreams and realize their visions.”

Cate Blanchett said: “It is a pleasure for me to be part of this special event, and to have the opportunity to meet talented young Chinese actors.”

Yuan Quan added: “Today, IWC is shining the spotlight on female actors and offered us the opportunity to meet Cate Blanchett, who shared her experience as a woman in the film industry. Her speech was very enriching and I am delighted to have been able to exchange ideas with her.”

Li Qin shared: “I firmly believe that films and watches are both storytellers. I admire IWC’s pursuit of the art of fine watchmaking, and of film. Today, IWC Schaffhausen is aiming to bring together Cate Blanchett, a Hollywood actress, with young Chinese talents. It was very inspiring to talk about Chinese cinema with a renowned award-winning actress.”

Finally, Zhang Ruoyun said: “IWC’s great support and passion for the art of film is very visionary. As an IWC ambassador, I am proud to share with IWC the same love of cinema.”

IWC has teamed up with a number of world-renowned international film festivals by hosting gala events and supporting the Bursary Awards as part of its commitment to the filmmaking industry. The Maison has further strengthened these bonds by becoming more deeply involved in different aspects of the industry in recent years, supporting young and emerging talents, female filmmakers and others. The Shanghai event offered the Chinese celebrities in attendance a unique opportunity to meet and exchange ideas with Cate Blanchett.

## IWC SCHAFFHAUSEN

With a clear focus on technology and development, the Swiss watch manufacturer IWC Schaffhausen has been producing timepieces of lasting value since 1868. The company has gained an international reputation based on a passion for innovative solutions and technical ingenuity. One of the world's leading brands in the luxury watch segment, IWC crafts masterpieces of Haute Horlogerie at their finest, combining supreme precision with exclusive design. As an ecologically and socially responsible company, IWC is committed to sustainable production, supports institutions around the globe in their work with children and young people, and maintains partnerships with organisations dedicated to environmental protection.

## FURTHER INFORMATION

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