

24 HOURS WITH FESTINA AND GERARD BUTLER

- From Le Tour de France to Hollywood, Festina launches its brand new advertising campaign starring the world-famous Scottish actor.
- The campaign will be launched in March during the Baselworld 2016 watch fair.

Barcelona, 18th February 2016. – The Festina Group introduces the actor Gerard Butler as the new brand ambassador for the famous Festina watch brand. ‘Time to Live’ is the title of the new campaign where the actor allows access for 24 hours to his personal life.

The campaign shares with the world some intimate moments in the life of Gerard Butler; at work, playing sport, relaxing, all moments where we see his passion for life. His international profile, professionalism, versatility and accessibility make Gerard Butler the perfect image for Festina. He also shares some of the campaign scenes with Denny Méndez, actress and former Miss Italy.

According to Butler participating in this campaign “has been a great experience. Recording in Hollywood, Los Angeles with the amazing Festina staff has been very rewarding. It allowed me also to get closer to the watch-making world, one of my passions”.

The campaign, produced by the famous photographer Sinisha Nisevic, was filmed at different locations in Los Angeles over a two day period. As an anecdote, when the team went out to film on the boat in the Pacific, the ocean was rough and everyone got very wet, including Gerard. ‘Festina, Time to Live’ will be launched internationally in March during Baselworld, the most important event in the watch and jewelry business calendar.

Miguel Rodríguez, owner of the Festina Group, commented “it was a great honor to be able to work with Gerard Butler for this campaign. His profile fits perfectly with our brand. To work with him was really easy, apart from being really professional he is also a great person”.

After 25 years sponsoring the Tour de France and other sport events, with this new campaign, Festina aims to get closer to watch lovers worldwide and present a more lifestyle marketing approach.



ABOUT FESTINA GROUP

With more than 30 years of experience, the Festina Group is a prestigious international company specialized in the design, production and marketing of five competitively priced brands watches under the Calypso, Lotus, Festina, Jaguar and Candino brand names as well as two jewelry brands (Lotus Style and Lotus Silver).

The Group's head office is located in Spain with major production centers in Switzerland. Today the Group has seven subsidiaries (France, Germany, Italy, Benelux, Switzerland, Czech Republic/Poland and Chile), is present in over 90 countries on five continents and sells 5 million watches a year.

The quality of the Group's products, the advanced know-how and the special attention paid to customer service all contribute to making the Festina Group leader in many strategic markets. According to the last Deloitte Global Powers of Luxury Goods report, Festina is one of the Spanish brands in the Top 100 of world luxury companies.

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