

It's OSCAR night baby, and it's all glam

There is a debate whether the Oscars, or the Baftas or any of the award ceremonies are actually relevant. The Oscars, for instance, draw just below a billion viewers across the globe and then influences the frock business, the jewellery business, the movie industry and one can keep going. So the debate has been going since the first Oscar ceremony 85 years ago and will keep going as the awards get better (or worse) every year.

So what is love about awards season is not only the endless reminders to hunt out great films that are celebrated by critics (“Argo”), to see the film with actors who were snubbed by critics (Leonardo DiCaprio), and to find hidden gems (“Amour”) but also to see all the allure, beauty and magnetism. It is after all the greatest show on earth with some of the most exclusive designers, from shoes all the way up to jewellery, and their adherents who turn it into this spectacle.

The question whether an event can ever truly be luxurious by definition is one for a longer discussion, but what the Oscars definitely always will be is glamorous. What does remain interesting is the hype on the gossip channels that everyone watches almost religiously, read: E News. Besides for the actual awards the concentration on which star wears what, or who, is the biggest focus. Some of the world's most lionized designers dressing the world's biggest stars – of course that attracts viewership, love, hate and everything in between.

Placement at the Oscars, whether intentional or not, is interesting and as a watch geek I look first at the watches the gentlemen steer on that red carpet. The brand IWC was of course perfectly represented by heartthrob and best actor nominee Bradley Cooper who, along with his custom Tom Ford tuxedo, wore a IWC Portuguese Chronograph with black dial in stainless steel. Such class.

Speaking of IWC, the new series “House Of Cards” that got delivered on Netflix a few weeks ago all in one go is a celebration of IWC. Friend of the brand Kevin Spacey wears what seems to be a new watch in every shot and of course gives you a whirlwind tour of the brand's incredible collections: from the unusual tonneau-shaped case of the Da Vinci, to the ever-so-classic Portuguese. Brand placement never looks so good.

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← previous **1** next →



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