

BLISSFUL OPTIMISM

*Julia Roberts and her magnetic
joie de vivre shine in Chopard's newest
Happy Diamonds campaign.*

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FOR OVER THREE DECADES, JULIA ROBERTS HAS LIT UP SCREENS BOTH BIG AND SMALL, CONVINCINGLY SLIPPING INTO AN ARRAY OF CHARACTERS LIKE A SECOND SKIN.

Equipped with a timeless elegance, the *Homecoming* leading lady exudes a distinct effervescence that never feels calculated. Whether she's enchanting an audience during a sit-down interview or recalling salient memories with co-stars during a press junket, a charismatic aura encompasses Roberts during any public appearance.

One cannot help but be swayed into a sense of merriment when encountering her spiritedness—it is infectious. Her smile gleams with a wealth of optimism, augmenting the unique gaiety that has made her a consistently compelling luminary throughout the years.

The secret to Roberts's optimism, she says, is to find sources of elation in everyday events, things that can sometimes be taken for granted—to wake up and witness the sunrise invokes a sense of serene contentment in her, while a casual dance and simple kiss conjures a giddy romanticism. The actress, who is known for her sharp comedic timing, finds well-informed wittiness to be the most compelling. "Cleverness—not so much things that are funny, but things that are clever: a thoughtful thread to humour" is a surefire way to make her laugh. She can pinpoint elements of her preferred brand of comicality in *The Philadelphia Story*, a Golden Age of Hollywood film that she revisits often for its mood-elevating properties. One cannot help but envision her grinning from ear to ear as she watches Katharine Hepburn's complicated love life play out onscreen.

Roberts's sunny disposition makes her a natural choice to be the face of Chopard's Happy Sport watch, which is part of the brand's latest Happy Diamonds campaign. Caroline Scheufele, Chopard's artistic director and co-president, reveals "Julia is the ultimate example of a free-spirited woman; her image is in harmony with the values of the watch and of Happy Diamonds." Scheufele proclaims that the actress embodies "a feminine ideal that is multi-generational, both in her life and through her magical movies." Chopard has a storied relationship with the world of cinema, as it creates the prestigious Palme d'Or trophy awarded at the Cannes Film Festival, which makes Roberts a natural fit as a spokesperson.

Canadian filmmaker Xavier Dolan gladly accepted Chopard's offer to direct Roberts in the campaign's accompanying commercial, admitting, "She's been important to my life and my story...so knowing I'd get to work with her was obviously exciting for me." Dolan recalls being infatuated with Roberts at the tender age of nine after witnessing her empowering presence in the film *Erin Brockovich*, a role that he believes greatly subverted the passivity commonly found in portrayals of women in cinema at the time. "I remember being very impressed by her freedom, her personality. There's no question that Julia represents, for me, that kind of modernity in a woman we think is really sensual and beautiful."

For Roberts, partnering with Chopard extends far beyond the brand's legacy of craftsmanship, glamour, and prestige. "I would say that the idea of responsible luxury is something that not enough brands pay attention to," she admits. However, Chopard has carved out a niche within the luxury sphere through its concerted efforts to create finerities that reflect altruistic values. From its commitment to using 100 per cent ethically sourced gold from a fully traceable supply chain in Colombia to providing direct support to miners through various training, social welfare and environmental support initiatives, Chopard is paving the way for a principled future. Scheufele notes that "sustainability is a moving target; it's a journey which never ends. And today, more than ever, it has to be our priority to protect the people on the ground who make our business possible." Roberts commends the brand for its efforts, revealing that "the thing with a Maison like Chopard is that it has really pioneered the idea of having a conscience, leading the charge and setting an example for other brands to follow"—and this is surely something to smile about.

In addition to Chopard's virtuous undertakings, Roberts's partnership fulfilled an adolescent prophesy of hers. "Chopard just represents this timeless idea of elegance and sparkle and being ladylike," she admits. "You kind of think, 'When I grow up, I want to be having a great time and wearing watches and earrings by Chopard,' and now look at me—I'm all grown up!" Decked out in some of the most sumptuous jewellery on the planet throughout the Happy Diamonds campaign, it is safe to say her mission is accomplished. •



The Happy Sport watch features a 33 mm case and a reliable automatic movement. A selection of exquisite diamonds totalling 1.49 carats enlivens the case and dial, with five diamonds dancing when activated by a wrist's motions in an elegant extension of the life and impulses of the wearer.