

DURATION: 14:46

HEADLINE: Top model and actress, Cara Delevingne, poses with an actual lion ahead of Paris Fashion week.

PARIS, FRANCE (JANUARY 23, 2015) (ACTUA PR – ACCESS ALL)

NEWS EDIT

1. VARIOUS OF CARA DELEIVINGNE POSING WITH LION

2. (SOUNDBITE) (English) CARA DELEIVINGNE, BRITISH MODEL, ACTRESS AND NEW TAG HEUER AMBASSADOR, SAYING:

“Yeah definitely it’s always been a dream. We went through it before it’s quite obvious just do not make any big movements.”

3. CARA DELEIVINGNE POSING WITH LION

(SOUNDBITE) (English) CARA DELEIVINGNE, BRITISH MODEL, ACTRESS AND NEW TAG HEUER AMBASSADOR, SAYING:

“I wanted to have voice and I wanted to be able to make statements and stick up for things I believe in and I never just wanted to just be a model anyway....I just want to inspire people, young people especially to follow their dreams. To be who they are and to work hard and that they can do anything that they put their minds to.”

4. CARA ARRIVING ON STAGE WITH LION

5. (SOUNDBITE) (English) JEAN-CLAUDE BIVER, CEO TAG HEUER, SAYING:

“She matches the brand, she matches the messages of the brand. She matches the philosophy of the brand. She fits into our attitude. She even fits with me.”

6. (SOUNDBITE) (English) CARA DELEIVINGNE, BRITISH MODEL, ACTRESS AND NEW TAG HEUER AMBASSADOR, SAYING:

“Jean-Claude he’s amazing, he’s really an incredible spirit and hysterical person. I just think they stand for a lot of things I stand for as well, so I think it’s a perfect match.”

7. CARA AND JEAN-CLAUDE ON STAGE

8. MORE OF CARA WITH LION

9. (SOUNDBITE) (English) JEAN-CLAUDE BIVER, CEO TAG HEUER, SAYING:

“Today we sell about thirty-five, thirty-seven per cents watches to women, we would like to achieve the ideal number fifty-fifty. So all these reasons brought us to today, to do the event with her and have her on board for the next three to five years... The watch is associated with success. We are associated with the success. And the success is: don’t crack under pressure. If you crack under pressure, you will never be successful.”

10. CARA POSING WITH LION CUB

11. CARA WITH JEAN-CLAUDE SHOWING WATCHES

12. MEDIA

13. CARA AND JEAN-CLAUDE HUG

B-ROLL INTERVIEWS

INTERVIEW WITH CARA DELEIVINGNE, BRITISH MODEL AND NEW TAG HEUER AMBASSADOR

14. (SOUNDBITE) (English) CARA DELEIVINGNE, BRITISH MODEL, ACTRESS AND NEW TAG HEUER AMBASSADOR, SAYING:

“Yeah definitely it’s always been a dream. We went through it before it’s quite obvious just do not make any big movement.”

15. (SOUNDBITE) (English) CARA DELEIVINGNE, BRITISH MODEL, ACTRESS AND NEW TAG HEUER AMBASSADOR, SAYING:

“I always wanted to do this but I never really thought how... I don’t know, I wanted it so badly so I guess there’s some part of imagination in that process, but I never really though it would happened.”

16. (SOUNDBITE) (English) CARA DELEIVINGNE, BRITISH MODEL, ACTRESS AND NEW TAG HEUER AMBASSADOR, SAYING:

“I just want to inspire people, young people especially to follow their dreams. To be who they are and to work hard and that they can do anything that they put their minds to.”

17. (SOUNDBITE) (English) CARA DELEIVINGNE, BRITISH MODEL, ACTRESS AND NEW TAG HEUER AMBASSADOR, SAYING:

“I mean everyone is seen how they want to be seen. I’m glad that I had a part in models seen differently, but it’s they’re choices how they want to be seen. I wanted to have voice and I wanted to be able to make statements and stick up for things I believe in and I never just wanted to just be a model anyway. So that is kind of how I lived my life, this is the kind of rules I kind of stop by.”

18. (SOUNDBITE) (English) CARA DELEIVINGNE, BRITISH MODEL, ACTRESS AND NEW TAG HEUER AMBASSADOR, SAYING:

“Just being innovative and spontaneous and not sticking to the guidelines and just always being unpredictable and creating and inspiring I guess.”

19. (SOUNDBITE) (English) CARA DELEIVINGNE, BRITISH MODEL, ACTRESS AND NEW TAG HEUER AMBASSADOR, SAYING:

“Time represents guidelines; it’s good to know the time because everyone follows it. But I don’t really believe in time, I mean it’s obviously something that’s there, but I try not to think about it too much. I’m not very good at knowing where I am or what time it is, purely because I move so much. But I kind of go by experience instead of time.”

20. (SOUNDBITE) (English) CARA DELEIVINGNE, BRITISH MODEL, ACTRESS AND NEW TAG HEUER AMBASSADOR, SAYING:

“It’s obviously important to know time because it’s good to be on time but yeah I try not to think about it too much, my life is gone so quickly because I do so much.”

21. (SOUNDBITE) (English) CARA DELEIVINGNE, BRITISH MODEL, ACTRESS AND NEW TAG HEUER AMBASSADOR, SAYING:

“Jean-Claude he’s amazing, he’s really an incredible spirit and hysterical person. I just think they stand for a lot of things I stand for as well, so I think it’s a perfect match.”

INTERVIEW WITH JEAN-CLAUDE BIVER, CEO OF TAG HEUER

22. (SOUNDBITE) (English) JEAN-CLAUDE BIVER, CEO TAG HEUER, PRESIDENT OF LVMH WATCHES, SAYING:

“There are many reasons, she is successful, we are successful brand. She is charismatic. We are a brand with personality. She is connected to the future. She is trendy. We are connected to the future, we are trendy. She is different, we are different. She is disruptive, we are disruptive. She doesn’t crack under pressure, we

don't crack under pressure So you see we have... She is beautiful, we do beautiful designs. So somehow, there are many characters that are matching.”

23. (SOUNDBITE) (English) JEAN-CLAUDE BIVER, CEO TAG HEUER, PRESIDENT OF LVMH WATCHES, SAYING:

“We want to increase our presence among women. Today we sell about thirty-five, thirty-seven per cents watches to women, we would like to achieve the ideal number fifty-fifty. So all these reasons brought us to today, to do the event with her and have her on board for the next three to five years.”

24. (SOUNDBITE) (English) JEAN-CLAUDE BIVER, CEO TAG HEUER, PRESIDENT OF LVMH WATCHES, SAYING:

“We went for her for personality reasons, she matches the brand, she matches the messages of the brand. She matches the philosophy of the brand. She fits into our attitude. She even fits with me. So that is the most important, when you associate yourself with an ambassador, both must fit. It is not because one as so many millions of fans... if there are millions of fans, good ! It is even better ! But it is not because of the millions of fans.”

25. (SOUNDBITE) (English) JEAN-CLAUDE BIVER, CEO TAG HEUER, PRESIDENT OF LVMH WATCHES, SAYING:

“It is one of these wordings that we need in life. To give us courage, to be successful. That is what we want also to transfer with our watches. We want to have, to say to people, come on we are a successful brand. You wear the watch, you wear a part of the success. The watch will help you eventually. The watch is associated with success. We are associated with the success. And the success is : don't crack under pressure. If you crack under pressure, you will never be successful.”

26. (SOUNDBITE) (English) JEAN-CLAUDE BIVER, CEO TAG HEUER, PRESIDENT OF LVMH WATCHES, SAYING:

“What happened with the currency is not what I wish but it happens. Let's take the best out of it! And let's transform what is negative into positive.”

27. VARIOUS OF JEAN-CLAUDE BIVER

B-ROLL

28. EXTERIOR OF ECOLE DES BEAUX ARTS IN PARIS

29. VARIOUS OF LION IN A CAGE

30. VARIOUS OF LION DURING TRAINING

31. VARIOUS OF CARA DELEVINGNE WITH A LION CUB

32. CARA POSING WITH REAL-LIFE LION AS SHE IS INTRODUCED AS A NEW TAG HEUER AMBASSADOR

33. VARIOUS OF CARA POSING WITH A LION CUB

34. CARA ON STAGE WITH TAG HEUER CEO JEAN-CLAUDE BIVER

35. VARIOUS FROM PRESS CONFERENCE WITH CARA AND JEAN-CLAUDE

36. MEDIA

37. MORE OF CARA WITH A CUB

STORY: English fashion model Cara Delevingne pulled a once in a lifetime stunt on Friday (January 23) by posing with an actual lion during an event in Paris.

The 22-year-old is used to deal with high stilettos and high-fashion clothes on the catwalk, but this time around she had a tougher challenge to cope with, a real lion. Cara says this gig is her dream come true.

“Yeah definitely it’s always been a dream. We went through it before it’s quite obvious just do not make any big movements.”

Cara, who has a lion’s head tattooed on her index finger, the wild cat representing her star sign (Leo), was recently chosen as the ‘ruling queen of the media jungle and the It Girl spokesperson for the online generation.

“I wanted to have voice and I wanted to be able to make statements and stick up for things I believe in and I never just wanted to just be a model anyway....I just want to inspire people, young people especially to follow their dreams. To be who they are and to work hard and that they can do anything that they put their minds to,” Cara told Actua PR.

More than 150 journalists attended the show at the Ecole des Beaux Arts de Paris, that has been organized by Swiss watchmaker TAG Heuer in honour to introduce Cara as their new feminine ambassador.

“Today we sell about thirty-five, thirty-seven per cents watches to women, we would like to achieve the ideal number fifty-fifty. So all these reasons brought us to today, to do the event with her and have her on board for the next three to five year,” said Jean-Claude Biver, CEO of TAG Heuer and President of LVMH Watches Worldwide.

“She matches the brand, she matches the messages of the brand. She matches the philosophy of the brand. She fits into our attitude. She even fits with me.”

“Jean-Claude he’s amazing, he’s really an incredible spirit and hysterical person. I just think they stand for a lot of things I stand for as well, so I think it’s a perfect match,” Cara added.

New ruling queen of social media is starring in two campaigns for the brand with the tagline #DontCrackUnderPressure.

“The watch is associated with success. We are associated with the success. And the success is: don’t crack under pressure. If you crack under pressure, you will never be successful.”

The luxury event comes just 2 days ahead of Paris Fashion Week kicking off on January 25th