

Tag Heuer "Strenght and Beauty" Online Art Auction 29 Oct to 5 Nov

This is a special project that TAG Heuer brought together an array of personalities with exceptional talent and charisma. Each a recognized leader in her domain, the 15 individuals selected — artists, founders of development organizations, journalists, executives and academics — were paired with prestigious women photographers from their own countries. After lengthy preparation, the ambitious project became reality in the late spring of 2006, when photo shoots were held in major cities around the world, including Paris, Buenos Aires, Tokyo, Bangkok and Singapore.

Today, the original prints are being auctioned by the world's premier specialized auctioneers, Antiquorum, renowned for their sale of watches, clocks and other fine art objects. All the proceeds will be donated to UNIFEM dedicated to promoting women's full participation in their societies and to achieving gender equality.

This is the first time in the TAG Heuer's 146-year history that the Swiss watch brand has created such an exceptional project dedicated to women around the world, to raise money for a cause that promotes gender empowerment. The project benefited greatly from the personal support of actress Uma Thurman. A TAG Heuer ambassador and an icon of contemporary femininity, Uma Thurman successfully combines strength and beauty, career and family life with a determined commitment to helping the underprivileged.

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