



Van Cleef & Arpels

Trésors de la Danse

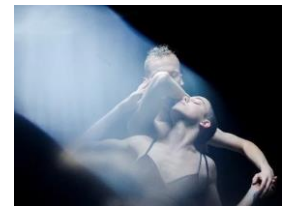
NPAFE proposes **Trésors de la Danse**, an exclusive Van Cleef & Arpels series of original contemporary ballet and modern dance presentations inspired by George Balanchine's "Jewels", and the recent Benjamin Millepied embodiment of Van Cleef & Arpels' appreciation of the art of dance. Centering on live performances in US cities having Van Cleef & Arpels retail outlets, **Trésors de la Danse** would also be captured in branded videos for Van Cleef & Arpels to use in media, print, and social media.

Brought together for the first time in an initiative like this, these world-class performers will extend the Van Cleef & Arpels marque to a geographically broad universe of audiences who show ever-deepening loyalty to marques supporting the performing arts.

Art Live and Imaged

Centered on newly choreographed works originated exclusively during this 2-3 year initiative, **Trésors de la Danse** would be created and presented by, among others, **Sidra Bell Dance New York, Kevin Jenkins, State Street Ballet, Lucy Bowen McCauley, and Paul Taylor**. These are among America's "treasure" star choreographers and dance companies, offering appealing promotional opportunities exclusively in the Van Cleef & Arpels name to the best of audiences.

Each creator-choreographer offers the special option of teaming with internationally known musicians who would compose original music for these Van Cleef & Arpels live works of art. These choreographers also have strong relationships with genius filmmakers practiced in the fine art of capturing the creative elements of live dance and music both during rehearsal and performance. One, Kevin Jenkins, is himself an acclaimed filmmaker-director as well as being considered one of America's best among the new generation of contemporary ballet choreographers.



Sidra Bell Dance New York



Kevin Jenkins, Choreographer



Paul Taylor Dance Company

Features Unique to Van Cleef & Arpels

Intentionally structured to reflect compellingly on the Van Cleef & Arpels marque as do its investments in producing the Balanchine and Millepied works, **Trésors de la Danse** anticipates empowering Van Cleef & Arpels to offer exclusive, invitation-only

events showing not only performances themselves but also works-in progress.

Reflecting the genius built into the L'Ecole Van Cleef & Arpels, invited guests would witness the creative process and rehearsals themselves, engage with the creators, and then see the performances in cities of Van Cleef & Arpels's choosing (even at Van Cleef & Arpels boutiques). The same opportunities would attach to filming and screenings.

The projects like **Trésors de la Danse** that NPAFE manages is rooted in our relationships with innovative creators in dance all around the country and our experience working with grand presentation venues. We team with them, and they team with us, to assure a strict level of quality: deliverables, meeting milestones, and creative oversight to assure uniform "museum piece" quality.

This assures that several independent productions will uniformly convey the unique Van Cleef & Arpels brand value and reputation to existing customers and new ones as well.

(over)



*Bowen McCauley
Dance*

NPAFE

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NPAFE is a 501c3 charitable organization registered in Washington DC



Van Cleef & Arpels

Etching Van Cleef & Arpels' Reputation for Decades to Come

Van Cleef & Arpels distinguishes itself through its singular style, the embodiment of timelessness and beauty in their most delicate and entrancing forms. The Maison is unique – and known by all as unique – for this tradition, and for its customer-connoisseurs who value Van Cleef & Arpels' quest for excellence.

The “danse” in Trésors de la Danse reinforces Van Cleef & Arpels' leadership position among these high net worth people in a special way. Almost all favor grand marques supporting the Performing Arts. Almost all have special passion for dance.

Dancers are tomorrow's influencers. Their movement and passion use space and time to excite all five senses. **Trésors de la Danse** intentionally harnesses their power to reflect Van Cleef & Arpels core values. Balanchine proved how well this could be done. Millepied brought the tradition into the 21st century. **Trésors de la Danse** leverages this Van Cleef & Arpels investment, propelling it forward in time and place, and allowing the marque to reach a broader geographic customer base, and increasing its ROI.



State Street Ballet

The esthetic result? Impeccable dance companies perform original new works at times and places of Van Cleef & Arpels choosing while uniformly (and exponentially) conveying the unique Van Cleef & Arpels value proposition. It is as if Van Cleef & Arpels has become world explorer, discovering new, live, uniquely beautiful treasures once known only locally to a handful of cognoscenti, now astonishingly presented by Van Cleef & Arpels to the entire universe of people it wants to reach across America and beyond – certainly at its option wherever Van Cleef & Arpels is housed in its own stores or in grands magasins like Nieman Marcus.

Budget, Deadline, Next Steps

Budget varies depending on geographic scope; expression of interest deadline: 31 July 2018 (no financial commitment required); next step: phone/in person meeting

About NPAFE

The National Performing Arts Funding Exchange — NPAFE — is the United States' only nonprofit focused solely on arranging direct corporate sponsorships to expand funding available to the nation's exceptional community of entrepreneur-performing artists. Creators who lead rather than follow, these artist-entrepreneurs are especially talented people because they create new works *and* because they make great effort to pass their skills and knowledge to future generations. They have proven time and again how to make corporate funders respected by people across America and beyond. Our reason for being is to assure that these artists and their corporate sponsors succeed at earning and growing that respect.

NPAFE's most precious asset is the trust these and many more world-class performing artists have in us to exclusively represent their brands to corporate sponsors, and to originate one-of-a-kind opportunities like **Trésors de la Danse** for Van Cleef & Arpels.

Useful Links | NPAFE Team Contacts

- Trésors de la Danse “Little Black Book”, this document, more: <https://www.npafe.org/vca/> password: **vca255%**
- Main website: www.npafe.org; Q&As for corporate marketers: <https://www.npafe.org/spons-qas-for-marketers/>; NPAFE Millennials & Social Media White Paper: <https://wp.me/p8eGG5-1z6>
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