

**Édith Cochrane offers herself as a role as a jeweller with Anne-Marie Chagnon
Actress and host partners with artist jeweller to create exclusive fundraising-collection
"Tapis Rouge" aimed at making independent filmmaking travel**

Montreal, September 21, 2005 – For the second year, Anne-Marie Chagnon is proud to partner with the Ciné Tapis Rouge organization to support its activities aimed at promoting the international image of independent Quebec cinema by presenting a unique and exclusive jewellery collection. The fundraising-collection was inspired by the universe and vision of the new ambassador, Édith Cochrane, who participated in the creation of the jewellery.

For each jewellery creation sold, Anne-Marie Chagnon will make a donation to Ciné Tapis Rouge, which will take independent filmmaking and filmmakers abroad even further. It should be noted that the first edition of Anne-Marie Chagnon's Tapis Rouge jewellery fundraising-collection was co-created with actresses Catherine Trudeau and Hélène Florent and directors/screenwriters Jean-Philippe Duval and Philippe Falardeau.



"It was a real privilege for me to dive into Edith's world and immerse myself in her creativity. Passion drives her so much that I had no choice but to draw inspiration from it: a passion for her craft, for cinema, for the love of culture that emerges from within and that one can not help but communicate to the whole world. We bet on the concept of tattooing as an expression of the passion that drives us and that we want to share. We are fortunate in Quebec to be able to count on a strong cultural industry, including filmmaking, and I am proud to contribute to its international visibility", explains Anne-Marie Chagnon.

"Through filmmaking, we are free to express who we are. In my view, Anne-Marie Chagnon embodies this authenticity and that is why we have created together the Tapis Rouge Collection – to share this freedom of being that enlivens us, says Édith Cochrane. Whether for the creation of a film or of jewellery, the important thing is to reach out with love and honesty, to share freely and to give ourselves the liberty to be authentic."

Quebec cinema is pushing the borders more than ever before to promote independent cinema. Since 2007, Ciné Tapis Rouge has already taken more than 300 Quebec films on both sides of the ocean, establishing durable partnerships and winning awards in the process.

Executive director and founder of Ciné Tapis Rouge, Vanessa-Tatjana Beerli, mentions: *"The invitations to travel and take part in international film festival are ever increasing, placing us in a constant position of seeking funding. By partnering with artist jeweller Anne-Marie Chagnon, Ciné Tapis Rouge offers a new form of self-financing. Quebec artisans and creativity are more than ever in the spotlight!"*

The Tapis Rouge collection is composed of six jewellery creations inspired by the universe and vision of Édith Cochrane. Like all Anne-Marie Chagnon jewellery, these are handmade at the Montreal workshop.

For all the details on the creation process and to view the exclusive capsule with Anne-Marie Chagnon and Édith Cochrane, visit our lookbook on our website:

www.annemariechagnon.com/en/lookbook/tapis-rouge-2015



Carpe Diem necklace
Image applied on 22k gold-plated pewter – adjustable length
Suggested retail price: \$99
\$10 donation and special packaging included



Flash necklace
Image applied on 22k gold-plated pewter – adjustable length
Suggested retail price: \$99
\$10 donation and special packaging included



Cameo ring
Image applied on 22k gold-plated pewter – adjustable size
Suggested retail price: \$82
\$5 donation and special packaging included



Flashback ring
Image applied on 22k gold-plated pewter – adjustable size
Suggested retail price: \$82
\$5 donation and special packaging included



Trilogie bracelet
Images applied 22k gold-plated pewter and glass – elastic band wrist bangle
Suggested retail price: \$196
\$10 donation and special packaging included



Tandem earrings
Images applied 22k gold-plated pewter and glass
Suggested retail price: \$64
\$5 donation and special packaging included

Source and information:

Véronique Martel, directrice des communications et du marketing, Anne-Marie Chagnon inc.
514 844-0499, poste 233 / veronique@annemariechagnon.com