



## Press Release

### Tesiro to Be Principal Partner of the Berlinale

Chinese luxury brand Tesiro has expanded its engagement with the Berlin International Film Festival and will be a principal partner of the Berlinale for the next three years.

Since 2009, Tesiro has been a co-partner of the festival, offering an exclusive Berlinale Jewellery Collection for female VIP guests on the red carpet.

As a principal partner, Tesiro will be the official host of the prominent Golden Bear Lounge at the Grand Hyatt Hotel. The lounge will be redesigned thoroughly and remain the essential meeting point for film teams of the official programme and other VIP guests of the festival.

Festival director Dieter Kosslick comments: "We are grateful for the loyal support and the increasing commitment from our Chinese partners. We are happy that once again one of our principal partners maintains the tradition of hosting the Golden Bear Lounge in the heart of the Berlinale Press Centre."

According to Richard Shen, CEO of Tesiro, "There is a natural and historical connection between jewellery and film. What better way to evoke the magic of cinema than by connecting the radiance of the stars and the diamonds that sparkle in the cinema spotlight. We look forward to the Berlinale and their guests."

Besides L'Oréal Paris, ZDF and Audi, Tesiro will be the fourth principal partner of the Berlinale until 2016.

Press Office  
November 22, 2013

**64. Internationale  
Filmfestspiele  
Berlin  
06. – 16.02.2014**

#### Press Office

Potsdamer Straße 5  
10785 Berlin

Phone +49 · 30 · 259 20 · 707  
Fax +49 · 30 · 259 20 · 799

press@berlinale.de  
www.berlinale.de

Ein Geschäftsbereich der  
Kulturveranstaltungen des  
Bundes in Berlin (KBB) GmbH

**Management:**  
Prof. Dieter Kosslick  
(Intendant Internationale  
Filmfestspiele Berlin),  
Charlotte Sieben  
(Kaufmännische Geschäftsführung),  
Prof. Dr. Bernd M. Scherer,  
Dr. Thomas Oberender

Vorsitzender des Aufsichtsrats:  
Bernd Neumann

Amtsgericht Charlottenburg  
HRG Nr. 96 · HRB 29357  
USt ID DE 136 78 27 46