

# LUXE

## WATCH AFICIONADOS

### CHARLIE YEUNG

### SECOND TIME AROUND

THE COCKPIT  
FOR PILOTS ON TIME

WONING JAPANESE  
AND WATCH CULTURE

ON THE COUCH  
SHE GOES FOR GOLD

THE STORY OF EMERGENCY  
AND COMING BACK TO BASE

11

4.50  
AUSTRIA, CANADA, CYPRUS, CZECH  
REPUBLIC, FRANCE, GERMANY, HOLLAND, HONG  
KONG, IRELAND, ITALY, JAPAN, MALAYSIA,  
NORWAY, POLAND, PORTUGAL,  
RUSSIA, SWEDEN, SWITZERLAND,  
UNITED KINGDOM, USA



49 093007



# SECOND TAKE: CHARLIE YEUNG

RECENTLY STARRING ALONGSIDE NICOLAS CAGE IN *BANGKOK DANGEROUS*, CHARLIE YEUNG IS FIGHTING HER WAY BACK ONTO THE BIG SCREEN. AS **ANDREW NORTHOVER** DISCOVERS, SHE'S ALSO LENDING HER WRIST TO TAG HEUER, THROWING SOME CELEBRITY POWER BEHIND THE 'WOMEN WORLDWIDE' EXHIBITION FOR UNIFEM.

IF THE FACE OF CHARLIE YEUNG is unfamiliar, presumably you missed the Hong Kong handover celebrations in 1997. Back then, it was almost impossible to move along Queens Road without catching a glimpse of Hong Kong's star attraction, as she graced billboards, buses and outdoor screens for various advertising campaigns and film promotions. Yeung was first discovered in *The Lovers* (1994), where she played a convincing lead role in Tsui Hark's celluloid rendering of a classic Chinese romance tale.

Just four years later, as her career and fame skyrocketed, Yeung shocked the world by announcing her retirement. Despite starring in a dozen films, and releasing several albums, Yeung decided her real focus was a career in image consulting. Those involved with the Hong Kong martial arts genre were devastated, as were many adoring fans. Her adopted homeland of Hong Kong changed hands, martial arts action flicks kept coming but Yeung kept a low profile for more than eight years.

After love and business interests went astray, Yeung returned to Hong Kong and staged her celluloid return in 2004, starring with Jackie Chan in *New Police Story*. Her role was relatively minor (described by one critic as a "flower vase role") but the film was important for both actors. After too many "funny-Chinese-guy" roles in Hollywood, Chan needed a comeback role to assuage his diehard local fan base. Predictably violent and action-filled, the film enjoyed strong support at the box office and Yeung did not have to wait long for another casting call. Recent performances for Yeung have since included the lead female role in martial arts classic *Seven Swords*, and starring beside Andy Lau in the romance film *All about Love*.

Yeung has just taken a step towards Hollywood, playing alongside Nicolas Cage in *Bangkok Dangerous*. The film is a remake of the Pang brothers' 1999 debut film, featuring a hit man who goes to Bangkok on assignment. The original film's main character is a deaf-mute whose disability

makes him a fearless, unflinching gunman. The main characters have been tweaked in the remake to give Cage his speaking role, and so that Yeung can hone her acting talents as the local deaf-mute woman with whom he falls in love.

Off screen, Yeung has been using her celebrity power to promote community projects and international initiatives, including responsibilities as Hong Kong's UNICEF Education Ambassador. No doubt influenced by Jackie Chan's significant contributions to charity work in the region, she has travelled overseas promoting literacy, and to raise awareness after the Tsunami disaster in 2004. Chan himself has worked with several watch brand-sponsored charities, and collaborated with IWC to produce a special limited edition collection to help raise funds for his own foundation.

In collaboration with Hollywood actress Uma Thurman, TAG enlisted support from opinion leaders in 15 different countries for the UNIFEM (United Nations Development Fund for Women) 'Women Worldwide' initiative. Yeung and other high profile women, including Dita Von Teese and Tilda Swinton, were photographed for a special portrait exhibition, 'Strength & Beauty Embodied by Avant-Garde Women', launched in New York in September 2006. Each photographer was given the freedom to create an individual vision of the modern woman. After the exhibition has toured selected cities, the original images (including those of Charlie Yeung) will be auctioned to the public, with all proceeds donated to UNIFEM.

"I really hope that my participation will increase the awareness in Hong Kong of the amazing work that UNIFEM does around the world," Yeung says. "I am honoured to be chosen for this project because in Asia there are so many actresses and a lot of famous female opinion leaders [they could have chosen instead]."

Following her involvement with TAG Heuer in this one-of-a-kind photographic exhibition, will Yeung follow Chan's lead and strike her own limited edition timepiece? Time will tell.



Photo: TAG Heuer

"TIMING I THINK IS VERY IMPORTANT. IF YOU HAVE BIG IDEAS AND YOU USE YOUR TIME WELL YOU CAN DO A LOT OF THINGS."  
- Charlie Yeung