



Qeelin Taps Table Tennis Champion Wang Chuqin for Mid-Autumn Reunion Short Film



Qeelin brand ambassador Wang Chuqin and his mother. Courtesy of Qeelin

LONDON — Qeelin, the Kering-owned fine jewelry brand blending Chinese symbolism with modernity, has enlisted China's table tennis champion and brand ambassador Wang Chuqin to feature in a heart-warming short film for the upcoming Mid-Autumn Festival, a special time for gathering and reunion.

The short film, titled "Together Under the Full Moon" and released Monday, followed Wang's journey home as his identity shifts from an award-winning athlete to a son, playing chess with his father and practicing tai chi with his mother.

Cut to a dinner scene, and Wang can be seen adjusting the Wulu pendant necklace on his mother's neck during dinner. He then asked, "When was the last time we spent Mid-Autumn together?" It turned out that he hadn't celebrated the festival with his parents since the age of seven, when he was sent to a professional table tennis training school.

At the age of 13, he started to shine in the junior league, and by 2018, he had scored numerous championship titles on the world stage.

Currently age 25, Wang is ranked the world's number one in men's singles. He is the reigning Olympic gold medalist in mixed doubles with Sun Yingsha, and in the team event with Ma Long and Fan Zhendong. He has close to 10 million followers on Weibo.

The film shows the unspoken love and care expressed by gestures among the emotionally more reserved Chinese families, while in the film, the Qeelin jewelry becomes part of that special moment with auspicious meanings.

The brand said the reflections on Wang's Wulu black cord bracelet represent strength and protection. The red agate worn by his mother reflects silent compassion, and the



pearl accents on the Wulu pendant evoke the gentle passage of time.

