



## WANG SHUN NAMED JAEGER-LECOULTRE'S NEW FRIEND OF THE HOUSE

### **Key Facts :**

- Excellence in every stroke: a true maker in his craft through dedication and hard work
- Authentic and approachable, embodying genuine spirit
- Timeless style: where classic elegance meets modern athleticism

Jaeger-LeCoultre is delighted to name Wang Shun as its newest Friend of the House. In the two exclusive photographs accompanying the announcement, Wang Shun wears the Jaeger-LeCoultre Reverso Tribute Chronograph in pink gold. A masterpiece of horological artistry, it combines the watchmaking tradition of the Maison with contemporary aesthetics.

### **Honing Excellence through Dedication, Authenticity and Style**

Excellence never happens by chance. As one of the most talented swimmers of his generation, a leading figure in his field and an Olympic gold medallist, Wang Shun has been writing his own story, on his own terms, with continuous hard work and commitment. For him, swimming is not just a sport; it is an art and a craft that he works constantly to perfect, dedicating his heart and soul to it since the very beginning of his career, and overcoming many challenges along his path. Being a true maker in his art and craft, his story is one of unwavering dedication to polishing the details of his technique. Just like the watchmakers of La Grande Maison, who blend passion with centuries-old savoir-faire, to create fine timepieces that combine technical ingenuity and aesthetic beauty with a distinctively understated sophistication.

It takes time to reach excellence. With outstanding professionalism and a laser focus, Wang Shun is confident and relaxed when overcoming setbacks or facing the unknown. "When I was young, I dared to dream all kinds of great dreams and wouldn't hesitate to say that I wanted to be an Olympic champion," he says. "But as I matured and encountered many setbacks and difficulties, I realised that reaching the pinnacle of this sport would not be straightforward. I am so glad that I have persevered; all of the effort is worth it, and this is a message that I want to transmit to younger people."

With steady steps, Wang Shun continues to journey forward in pursuit of his dreams. Competitive training has forged his heart-of-steel composure, yet he has preserved his approachable, authentic



personality – which shines both in and out of the pool. His neo-classic aesthetic of modernity and refinement combined with an elegance of both style and attitude, makes him unique and highly recognisable.

“The partnership with Wang Shun came very naturally”, says Catherine Rénier, the CEO of Jaeger-LeCoultre. “With his approachable personality, refined yet recognisable style and hardworking ethics, he embodies the values and aesthetics of our Maison.”

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#### **About Wang Shun**

Wang Shun began his swimming career in 2000. He represented China's national team for the first time in 2010 and won the silver medal in the men's 200-metre individual medley at the 16th Asian Games held in Guangzhou. At the 2016 FINA Short Course World Championships, Wang Shun became China's first male world champion in the individual medley. In the men's 200-metre individual medley final at the 32nd Summer Olympic Games in Tokyo in 2021, Wang Shun won the gold medal and set a new Asian record. At the 19th Asian Games held in Hangzhou in 2023, he broke his own Asian record in the men's 200-metre individual medley event and took home the championship.

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#### **About Jaeger-LeCoultre – The Watchmaker of Watchmakers™**

Since 1833, driven by an unquenchable thirst for innovation and creativity, and inspired by the peaceful natural surroundings of its home in the Vallée de Joux, Jaeger-LeCoultre has been distinguished by its mastery of complications and the precision of its mechanisms. Known as the Watchmaker of Watchmakers™, the Manufacture has expressed its relentlessly inventive spirit through the creation of more than 1,400 different calibres and the award of more than 430 patents. Harnessing 190 years of accumulated expertise, La Grande Maison's watchmakers design, produce, finish and ornament the most advanced and precise mechanisms, blending passion with centuries-old savoir-faire, linking the past to the future, timeless but always up with the times. With 180 skills brought together under one roof, the Manufacture creates fine timepieces that combine technical ingenuity with aesthetic beauty and a distinctively understated sophistication.