



JAEGER-LECOULTRE OPENS A NEW FLAGSHIP BOUTIQUE IN SHANGHAI

AN IMMERSIVE ENVIRONMENT THAT BRINGS THE MANUFACTURE TO VISITORS IN AN ENTIRELY NEW WAY

Jaeger-LeCoultre is pleased to announce the opening of a new flagship boutique at Shanghai's (neighborhood) in K11 art mall. The boutique represents a new chapter for La Grande Maison, translating its spirit into a warm and inviting environment that brings the Manufacture to the other side of the world, taking visitors on a journey into its heart.

In homage to watchmaking, the layout space was conceived as a series of interconnected circles and curves, reminiscent of the components of a watch movement. The linked spaces create different layers of interaction for visitors as they intuitively follow the path through the store, gaining a deeper understanding of the Maison as they move further into it. With an emphasis on organic materials and natural colours, the décor fuses tradition and modernity, evoking the serenity and beauty of Jaeger-LeCoultre's home in the Vallée de Joux.

Facing Shanghai's South Huangpi Road, the boutique's façade is a new expression of the Maison, made of glass shingles inspired by the *tavaillon* (wooden tile) cladding used on traditional Vallée de Joux buildings to provide protection from the harsh winter climate. Fusing tradition and technology, the glass shingles are back-lit to create a constantly changing play of colour and sense of movement. This fascinating display evokes the glass-fronted northern façade of the Manufacture, which reflects its surroundings, changing appearance according to the weather and time of day.

On entering the boutique, the visitor encounters display cases containing the highlights of Jaeger-LeCoultre's current collections. Alongside the vitrines a fascinating, interactive calibre wall elevates the space beyond the classic retail environment, immediately drawing the visitor to discover some of the most emblematic calibres that underline the Maison's authority as "the watchmakers' watchmaker". After discovering the physical calibres, then exploring them in depth through the digital showcases, visitors can continue the learning experience on WeChat, with more calibres presented in augmented reality.

Drawn naturally into the second area of the boutique, visitors can explore the power of personalisation. A history of the Reverso shows why, more than any other watch, it represents the special pleasure of



owning a timepiece that holds a secret, personalised emblem and thus truly belongs to its wearer. Alongside the Reverso display, an interactive Strap Bar offers more options for personalisation, inviting visitors to handle and play with Jaeger-LeCoultre's complete strap collection for all models.

The visitor's path then leads to a deeper exploration of the Manufacture, and the tremendous range of métiers and watchmaking gathered under its roof. A series of evocative and educational videos introduces them to the beautiful world of the Vallée de Joux and initiates them into the secrets of enamelling, engraving and anglage (chamfering/edging), as well as design and the research & development process that continually gives birth to innovations.

Deep in the heart of the store, visitors arrive at the Atelier d'Antoine, where they are invited to discover the most refined expression of Jaeger-LeCoultre's know-how, not only through fascinating displays but also through Discovery Workshops that offer direct hands-on experience of watchmaking.

An exact replica of its counterpart within the Manufacture Jaeger-LeCoultre, this is the first permanent installation of an Atelier d'Antoine outside Switzerland. The discovery Workshops provide an opportunity to explore the world of Swiss fine watchmaking in a new way. Hosted by a watchmaking expert, the workshops blend academic education and hands-on experience in a dynamic format that encourages interaction. Participants will dive deep into the heart of watch movements to understand how they work; they will discover the myriad technical and creative skills required to produce fine watches, the many different stages involved in their fabrication, and the artistic crafts employed in haute horlogerie. They will also learn about the past, present and future of watchmaking at Jaeger-LeCoultre and in the Vallée de Joux and will be invited to use larger-scale models to try to replicate the work of the Maison's highly skilled watchmakers.

The first programme offered at Atelier d'Antoine in the Maison Flagship store will be the Reverso Discovery Workshop, during which participants will dive deep into the Reverso archives and go hands-on with a variety of models. Later, the Sound Maker Discovery Workshop and Masterclasses will also be offered.

One wall of the Atelier d'Antoine space is dedicated to a Cabinet of Curiosities, which showcases three pillars of Jaeger-LeCoultre's expertise: Celestial complications, The Soundmaker and Precision. Alongside this, a display dedicated to the Métiers Rares reveals in more depth how a Reverso can be transformed into a personalised work of art through enamelling and engraving, showcasing the many steps of these processes.

More than just a boutique, the new Global Flagship boutique invites visitors to immerse themselves in the fascinating world of watchmaking and the remarkable story of Jaeger-LeCoultre, taking a deep dive into the Maison's heritage, its watchmaking expertise and its spirit of innovation and creativity.

Atelier d'Antoine Workshops may be booked online [here](#).



Jaeger-LeCoultre: HOME OF FINE WATCHMAKING SINCE 1833

Located in the serene setting of the Vallée de Joux, our Home offers a unique sense of belonging. It is here, inspired by the exceptional landscapes of the Jura Mountains, guided by an unquenchable inner fire, that La Grande Maison gets its soul. With all crafts under one roof within the Manufacture, watchmakers, engineers, designers, artisans work together to give birth to fine watchmaking creations. Driven by a compelling energy and a spirit of collective invention that daily inspires the commitment of each and every member of our family, we cultivate our understated sophistication and technical creativity. This same spirit has powered the creation of more than 1200 calibres since 1833 and made Jaeger-LeCoultre the Watchmaker's Watchmaker.
