



## **JAEGER-LECOULTRE PRESENTS 'IN PERPETUAL MOTION', A NEW VIDEO STARRING BENEDICT CUMBERBATCH**

### **CAPTURING THE SPIRIT OF THE NEW JAEGER-LECOULTRE POLARIS PERPETUAL CALENDAR**

- Introducing *In Perpetual Motion*, a captivating short video inspired by nature's constant evolution and its relationship with time, marking the launch of the Polaris Perpetual Calendar and starring Friend of the Maison Benedict Cumberbatch.
- The Polaris Collection is enriched with a perpetual calendar, available in pink gold or steel with a detailed gradient-blue lacquer dial and equipped with the new automatic movement Calibre 868AA.
- Sporty yet elegant, the new Polaris Perpetual Calendar is designed for every daily adventure.

To mark the launch of its new Polaris Perpetual Calendar watch, Jaeger-LeCoultre has created a visually captivating video called *In Perpetual Motion*. Starring Benedict Cumberbatch, a long-time friend of the Maison, it focuses on the notion of time and its relationship to three natural environments: lakes, forests and the heavens.

In the video, Benedict is immersed in each of these environments in turn, wearing the new Polaris Perpetual Calendar, as he narrates an evocative text that reflects on concepts of perpetual movement and action – the eternal cycles and ever-changing sense of time, as expressed by the natural world.

Woven throughout, glimpses of different celestial bodies remind us that our sense of passing time, as well as its measurement by calendars, clocks and watches, is governed by the rhythms of the cosmos and the regular cycles of astronomical phenomena – a subtle link to Jaeger-LeCoultre's Stellar Odyssey.

#### **Keeping Perpetual Time**

In 2022, Jaeger-LeCoultre has enriched its sporty-chic Polaris line with a perpetual calendar for the first time. Elegant and visually striking, the dial of the Polaris Perpetual Calendar is lacquered in a deep gradient-blue colour, taking its aesthetic cues from the Polaris Mariner Memovox with assertive hour indexes, skeletonised hands and slightly recessed subdials for the calendar displays.



With an emphasis on balance and legibility, the date, day and month indications are balanced by a moon-phase display at 6 o'clock – a pleasing reminder that calendars had their origins in astronomical phenomena.

For Benedict Cumberbatch, the new Jaeger-LeCoultre Polaris Perpetual Calendar may be the ideal timepiece: *“The world is moving very fast and our involvement with it is constantly changing, from one day to the next,”* he explains. *“Whether I’m running or reading or sitting still and contemplating the world, the Polaris Perpetual Calendar really is a watch that fits in with all scenarios and will give me the essential information I need every day.”*

Thanks to the new in-house automatic movement, Jaeger-LeCoultre Calibre 868AA, the classical Northern Hemisphere moon-phase display is complemented by a retrograde display of moon phases in the Southern Hemisphere. Enhancing the practical utility of the Polaris Perpetual Calendar, the new movement has an extended power reserve, offering 70 hours of autonomy. To complement the elegant and visually striking dial, the 42mm case is available in a choice of steel or pink gold, and features a ‘rapid-change’ attachment for the interchangeable straps. In addition to two straps offered with each watch – rubber and alligator with the pink gold model; rubber and a steel bracelet with the steel model – a range of calf leather straps enables wearers to easily personalise the watch and adapt it for every daily adventure.



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### **ABOUT THE STELLAR ODYSSEY**

In 2022 Jaeger-LeCoultre pays homage to the astronomical phenomena that lie at the very origin of how mankind measures time. Since the earliest days of the Manufacture, astronomical functions have played a major role in Jaeger-LeCoultre's portfolio of complicated timepieces – ranging from simple forms of moon phase display to highly complex perpetual calendars, equation of time, sky charts, and the draconic and anomalistic lunar cycles. Mastering all three measures of time – solar, lunar and sidereal – the watchmakers of La Grande Maison have perpetually innovated to create the most advanced and precise mechanisms that represent or even predict celestial phenomena. This year, Jaeger-LeCoultre embarks on a Stellar Odyssey with an immersive exhibition and a series of themed events that will embrace inspirational collaborations with a visual artist and a mixologist, and a fascinating programme of celestially-themed Discovery Workshops at Atelier d'Antoine. The Stellar Odyssey is an invitation to discover how the mysteries of the cosmos are translated into micro-mechanical wonders for the wrist.

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### **ABOUT THE JAEGER-LECOULTRE POLARIS PERPETUAL CALENDAR**

In 2022, Jaeger-LeCoultre introduces a perpetual calendar to the Polaris line for the first time. Conceived for everyday adventures, the Polaris line has continually been enriched since it was introduced in 2018, translating the spirit of La Grande Maison's historic diving watches into contemporary form. With its combination of robust capabilities and a distinctive aesthetic, Polaris has redefined the modern sporty-elegant watch. A highly complex, useful and greatly prized complication, a perpetual calendar is a miniature mechanical computer that always shows the correct date, automatically adjusting for the different duration of months and even for leap years. It needs no manual correction until 2100, and, after that, not for another 400 years. The Jaeger-LeCoultre Polaris Perpetual Calendar is driven by the self-winding Jaeger-LeCoultre Calibre 868AA, with a power reserve of 70 hours. The perpetual calendar indications and moon phases are displayed on dials of deep gradient-blue lacquer, with an emphasis on balance and legibility. Offered in steel or pink gold, the 42mm cases feature a new 'rapid-change' system for the interchangeable straps.

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