



JAEGER-LECOULTRE OPENS A NEW BOUTIQUE ON RODEO DRIVE IN BEVERLY HILLS, CALIFORNIA

Jaeger-LeCoultre is pleased to announce the opening of its Rodeo Drive boutique at a new address on Los Angeles' most prestigious shopping avenue. Set in a prime location in Beverly Hills, the boutique invites visitors to immerse themselves in the fascinating world of watchmaking and the remarkable story of Jaeger-LeCoultre's heritage, expertise and spirit of innovation and creativity.

In keeping with the innovative design concept that made its debut in the new Shanghai flagship in January, the new boutique translates the spirit of La Grande Maison into a welcoming environment that brings the Manufacture closer to its visitors. The façade has been inspired by Jaeger-LeCoultre's celebrated Reverso, featuring sweeping lines that evoke the Art Deco design and swivelling movement of its case, while the interior emphasises organic materials and natural colours, fusing tradition and modernity to evoke the serenity and beauty of Jaeger-LeCoultre's home in the Vallée de Joux. The space has designed to lead visitors on a journey of exploration into the fascinating story of watchmaking, as well as the Maison's own story.

On entering the boutique, visitors encounter a display area presenting Jaeger-LeCoultre's current collections, including the Atmos clock. Enthusiasts can explore the intricacies of watch mechanisms – and in the process discover more of La Grande Maison's extraordinary heritage as the creator of more than 1,270 calibres – with an interactive calibre wall that takes them on a virtual three-dimensional dive into several of the Manufacture's most emblematic calibres.

Visitors then are drawn into an area dedicated to Reverso, where a display of limited editions and high-complication models is complemented by an inspiring presentation of the collection's heritage, and the almost infinite possibilities for personalising the case back. The personalisation story continues in the next area, where an interactive Strap Wall invites clients to handle the many options and discover their own perfect pairing of watch case with strap material, color and stitching.

Before reaching the intimate VIP lounge, visitors will encounter an area that celebrates the 181 different skills assembled under one roof at the Manufacture Jaeger-LeCoultre. A watchmaker offers visitors the opportunity to discover the extraordinary technical skills embodied in every watch movement, while an exquisite display of the Métiers Rares® celebrates La Grande Maison's artistic creativity and mastery of the decorative crafts.



The new Jaeger-LeCoultre boutique is located at 430 North Rodeo Drive in Beverly Hills, California and will be open to guests Monday through Saturday from 10:00am to 6:00pm and on Sunday from 12:00pm to 5:00pm.

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.

jaeger-lecoultre.com