



JAEGER-LECOULTRE ANNOUNCES ITS NEWEST AMBASSADOR: ANYA TAYLOR-JOY

Jaeger-LeCoultre is delighted to name Anya Taylor-Joy as a new Ambassador for the Maison, marking her debut with a short video *A Call of the Heart*, based on a symbolic phone call welcoming her into La Grande Maison.

The video was inspired by an historic phone call that was to have a profound impact on the Manufacture LeCoultre. In 1903, Jacques-David LeCoultre made a call to the Parisian watchmaker Edmond Jaeger to accept the latter's challenge of creating an ultra-thin watch movement – and so began a long and fruitful collaboration that led to the formation of the Jaeger-LeCoultre company.

“The encounter with Anya was meant to be. Her long family history with polo and interest in watchmaking led us to a natural partnership”, says Catherine Rénier, the CEO of Jaeger-LeCoultre. “With her ethereal beauty, her sensitivity, her talent and hardworking ethics, she embodies the values and style of our Maison.”

Recognised as one of the most exciting talents of her generation, Anya Taylor-Joy is the living embodiment of modern femininity. Her on-screen presence has a mercurial quality – otherworldly yet intensely present, fearless but vulnerable, innocent yet dangerous.

Born in Miami to British-Argentine parents, and raised in Buenos Aires and London, the 26-year-old actress won rave reviews for her breakout performance in Robert Egger's *The Witch* in 2016. A series of critically-acclaimed roles followed and, in 2020, the Netflix hit *The Queen's Gambit* shot her star into the stratosphere; her mesmerising portrayal of Beth Harmon won her a Golden Globe, a Screen Actors' Guild award and a Critics' Choice award. This was followed by major roles in Edgar Wright's *Last Night in Soho* and Robert Eggers' *The Northman*, and she will next be seen in David O. Russell's *Amsterdam* with Christian Bale and Margot Robbie, as well as Mark Mylod's comedy-horror *The Menu* with Ralph Fiennes and Nicholas Hoult. Anya is currently filming *Furiosa*, the Mad Max prequel.

Jaeger-LeCoultre: HOME OF FINE WATCHMAKING SINCE 1833

In the serene setting of the Vallée de Joux, Jaeger-LeCoultre's Manufacture offers a special sense of belonging. It is here, inspired by the magnificent landscape of the Jura Mountains and guided by an unquenchable thirst for innovation and creativity, that La Grande Maison gets its soul. With all crafts brought together under one roof within the Manufacture, watchmakers, engineers, designers and masters of the decorative crafts give birth to fine



watchmaking creations that combine technical ingenuity with aesthetic beauty and a distinctively understated sophistication. Known as the Watchmaker's Watchmaker, the Manufacture has expressed its relentlessly inventive spirit through the creation of more than 1,300 different calibres since 1833 – and it was this spirit that led to the birth of the Reverso in 1931. With its sleek, Art Deco lines and distinctive reversible case, the Reverso became a classic of 20th-century design and is one of the most immediately recognisable watches of all time – remaining a symbol of timeless modernity to this day.

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