



JAEGER-LECOULTRE ANNOUNCES ITS LATEST GLOBAL AMBASSADOR: JACKSON YEE

Jaeger-LeCoultre is delighted to name Jackson Yee (Yi Yang Qian Xi) as a new global Ambassador. An actor, singer and dancer, Jackson is recognised as one of the leading talents of the young generation. With a compelling on-screen presence, he brings a vibrant energy to every role, while off-screen he brings a strong sense of commitment to a variety of philanthropic causes.

“I greatly admire Jaeger-LeCoultre for its elegant and timeless style, rich heritage and constant quest for innovation,” says Jackson Yee. “I feel honoured to work with the Maison and very much look forward to our new collaboration.”

Having made his professional debut at the age of five, Jackson Yee became known for his talents as a singer and dancer before being accepted, at the age of 17, to train at the prestigious Central Academy of Drama in Beijing. His film roles have won both critical and popular acclaim, including three Golden Rooster nominations. His leading role in the romantic thriller *Better Days* – nominated for the Best International Film award at the 2021 Oscars – brought him to worldwide attention and won him the Best Newcomer Award of Hundred Flowers Awards and Hong Kong Film Awards.

In his first photo-shoot for Jaeger-LeCoultre, Jackson wears the new Reverso Tribute Duoface Calendar in pink gold.

ABOUT THE REVERSO

In 1931, Jaeger-LeCoultre launched a timepiece that was destined to become a classic of 20th-century design: the Reverso. Created to withstand the rigours of polo matches, its sleek, Art Deco lines and unique reversible case make it one of the most immediately recognisable watches of all time. Through nine decades the Reverso has continually reinvented itself without ever compromising its identity: it has housed more than 50 different calibres, while its blank metal flip side has become a canvas for creative expression, decorated with enamel, engravings or gemstones. Today, 90 years after the Reverso was born, it continues to epitomise the spirit of modernity that inspired its creation.



Jaeger-LeCoultre: HOME OF FINE WATCHMAKING SINCE 1833

In the serene setting of the Vallée de Joux, Jaeger-LeCoultre's Manufacture offers a unique 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 unique 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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