



JAEGER-LECOULTRE MARKS THE LUNAR NEW YEAR WITH A CAMPAIGN STARRING JACKSON YEE

To mark the 2023 Lunar New Year, Jaeger-LeCoultre is delighted to announce a new campaign starring its latest global ambassador, Jackson Yee (Yi Yang Qian Xi). Recognised as one of the leading talents of the young generation in China, the actor, singer and dancer brings a compelling presence to this new series of photographs and videos.

Under the theme 'Moments Made of Gold', the campaign celebrates those special moments in life that feel charged with positive energy and create golden memories. Modern, elegant and visually arresting, it has been shot in a minimal yet richly dramatic setting of red and gold – colours that symbolise good fortune, happiness and wealth and capture the joy and vibrancy of Lunar New Year celebrations. Centre stage is dominated by a large golden sculpture based on Jaeger-LeCoultre's new Art Deco-inspired alphabet created by Alex Trochut, the letter 'M' signifying the Master Ultra-Thin Tourbillon Moon, which Jackson Yee wears on his wrist.

"The New Year is a time for joyful celebration but also for quiet reflection on the golden moments that we have already experienced and those than we can create in the future," says Jackson. "To me, this watch has special meaning because the moon governs our Chinese New Year but also because its timeless elegance is like an anchor in a world that seems to be spinning faster all the time. With the change of the year, it symbolises the relationship between reality, time and our dreams for the future."

With moon-phase and date displays being the natural choice of complications to mark the Lunar New Year, the Master Ultra-Thin Tourbillon Moon unites the technical virtuosity of the self-winding Calibre 983 with the enduring beauty of a pink gold case and eggshell-white dial. Harmonious and perfectly balanced, the dial is defined by the display of Northern and Southern Hemisphere moon phases in the upper dial and the tourbillon in the lower dial. It is encircled by a peripheral date display, indicated by a red-tipped hand that makes a 90-degree jump over the tourbillon from the 15th to 16th of every month. Underlining the sense of refinement, the shape of the Dauphine hands is echoed by the elongated arrow-shape of the applied pink gold indexes. With an elegance that transcends the ages, this is a timepiece to treasure over the course of countless new years.



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 1'300 calibres since 1833 and made Jaeger-LeCoultre the Watchmaker's Watchmaker.
