



INTRODUCING

OMAR SY

**JAEGER-LECOULTRE ANNOUNCES ITS NEWEST
FRIEND OF THE HOUSE THROUGH *THE HOUR BEFORE***

KEY FACTS:

- **Celebrating the unseen moments that shape excellence**
- **Omar Sy joins Jaeger-LeCoultre as Friend of the House through *The Hour Before***
- **A shared commitment to mastery, excellence and refinement**

Jaeger-LeCoultre is pleased to announce Omar Sy as its new Friend of the House. Renowned for his magnetic screen presence, distinctive style and remarkable versatility across both French and international cinema, Omar Sy has established himself as one of the most influential figures of his generation. Admired for performances that combine strength with subtlety and humour with depth, he has built a career defined by a constant desire to evolve. These values resonate deeply with Jaeger-LeCoultre, where excellence is cultivated through the pursuit of mastery over time.

A long-time admirer of fine watchmaking, Omar Sy reflects: “For me, a watch is more than an accessory, it reflects a relationship with time, with discipline and with personal expression. I’ve always appreciated pieces that carry meaning through their design and craftsmanship. With Jaeger-LeCoultre, there is this quiet excellence and attention to detail that speaks without needing to be loud. That balance of tradition and innovation really resonates with who I am and how I approach my work.”

MASTERING A CRAFT, SHAPING A JOURNEY

For nearly three decades, Omar Sy has forged his own path. From his beginnings in comedy on radio and television to becoming one of the most recognised faces in international cinema, he has continually challenged expectations while remaining true to himself. Comedy may have been his first language, but it never defined the limits of his ambition. Refusing to be confined to a single genre, he has embraced complexity and continually expanded his creative horizons. Each role reflects a willingness to explore, to take risks and to evolve.

Like the watchmakers of Jaeger-LeCoultre, Omar Sy understands that mastery is built over time. Behind every accomplished performance lies an invisible process of preparation, discipline and refinement.



Whether portraying vulnerability, resilience or strength, he brings a rare humanity to the screen, balancing gravity with warmth and confidence with humility.

A PRESENCE DEFINED BY SELF-ASSURANCE AND EASE

Omar Sy's presence is marked by a rare balance of strength and warmth. Whether on screen, on stage or beyond the spotlight, he projects a quiet confidence that feels instinctive rather than cultivated. His style is never performative; it is grounded in authenticity and expressed with natural ease.

Throughout his career, he has remained open to new challenges while maintaining a strong sense of self. Effortlessly charismatic, he embodies a form of elegance that comes not from excess, but from sincerity and self-assurance.

This sensibility resonates naturally with Jaeger-LeCoultre's philosophy. For the Maison, refinement lies in balance, precision and restraint. Like the Reverso, whose enduring appeal stems from the purity of its design, Omar Sy's style is distinguished by its versatility and understated sophistication.

THE HOUR BEFORE: THE UNSEEN MOMENTS BEHIND SUCCESS

Jaeger-LeCoultre introduces its collaboration with Omar Sy through *The Hour Before*, a series dedicated to the often-unseen moments that precede defining achievements. More than a documentary format, *The Hour Before* invites reflection on what happens before success becomes visible. Before a breakthrough role. Before a standing ovation. Before a turning point. There is a quieter chapter marked by uncertainty, preparation and perseverance. The series explores these moments when choices are made, conviction is tested and ambitions take shape. Revealed in a sincere and personal light, the interviewees share experiences that transformed their journeys long before the world was watching.

For Omar Sy, those moments have been many: the decisions that challenged convention, the risks that opened new horizons and the determination that guided him from one chapter of his career to the next. His story embodies the spirit of *The Hour Before*: the belief that excellence is earned through countless unseen hours devoted to a craft.

"With his commitment to his craft, his quiet confidence and his distinctive and constantly evolving style, Omar Sy epitomises our Maison's values and aesthetics," says Jérôme Lambert, the CEO of Jaeger-LeCoultre. "Through *The Hour Before*, we are pleased to highlight this partnership, which feels very natural and we are delighted that he has chosen to represent us."



ABOUT OMAR SY

With roles in more than 40 films and TV series in both French and English, Omar Sy has established himself as a leading actor-producer on both sides of the Atlantic. Born in the working-class Paris suburb of Trappes in 1978, he began his career 30 years ago doing comedy sketches on radio and later, in partnership with Fred Testot, on French national television. His role in *Tellement Proche* (2009), the first film that he made with Éric Toledano and Olivier Nakache, inspired the director-writers to make *Les Intouchables* (Untouchable) two years later. One of the most successful French films of all time, it propelled Omar Sy to international fame in a role that won him the César award for Best Actor. The trio has collaborated on several films since then, while Sy has also landed roles in Hollywood movies such as *X-Men: Days of Future Past* (2014) and *Jurassic World* (2015). Since 2021 he has gained further international recognition through the Netflix series *Lupin*, for which he is artistic producer as well as playing the lead role of Assane Diop, inspired by the fictional gentleman thief Arsène Lupin. His most recent work includes the lead role in the romantic comedy *French Lover* (2025), Season 4 of *Lupin*, to be released in autumn 2026 and *Dumas: Black Devil*, an historic biopic about France's first Black military general, due for release in 2027.

ABOUT JAEGER-LECOULTRE – THE WATCHMAKER OF WATCHMAKERS™

Since 1833, driven by an unquenchable thirst for innovation and creativity, and inspired by the peaceful natural surroundings of its home in the Vallée de Joux, Jaeger-LeCoultre has been distinguished by its mastery of complications and the precision of its mechanisms. Known as the Watchmaker of Watchmakers™, the Manufacture-Atelier has expressed its relentlessly inventive spirit through the creation of more than 1,400 different calibres and the award of more than 430 patents. Harnessing over 190 years of accumulated expertise, Jaeger-LeCoultre's watchmakers design, produce, finish and ornament the most advanced and precise mechanisms, blending passion with centuries-old savoir-faire, linking the past to the future, timeless but always up with the times. Bringing together 82 ateliers, 108 crafts and 235 techniques – including 69 signature techniques – the Manufacture-Atelier creates fine timepieces that combine technical ingenuity with aesthetic beauty and a distinctively understated sophistication.

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