



**‘THE WATCHMAKER OF WATCHMAKERS’
JAEGER-LECOULTRE’S NEW BRAND MANIFESTO
STARRING JACKSON YEE AND NI NI**

For almost two centuries, Jaeger-LeCoultre has designed, produced and assembled the calibres of many of the world’s most noteworthy timepieces. Within the walls of its Manufacture, La Grande Maison has created these movements not only for its own timepieces but also for many other prestigious watchmaking Maisons, consequently becoming known as the Watchmaker of Watchmakers.

Guided by the principles of patience, humility, hard work and dedication to excellence, generations of engineers, watchmakers and craftsmen have built an exceptional legacy of know-how, and it is in tribute to its 190 years of history that Jaeger-LeCoultre proudly asserts its status as the Watchmaker of Watchmakers. Since 1833, the Manufacture has created more than 1,300 different calibres, an exceptional achievement in the world of watchmaking. No less remarkable is the award of more than 400 patents, including several that have left their mark on watchmaking history.

This unmatched creativity has been carefully nurtured and transmitted from generation to generation. Housing 180 skills within the walls of the Manufacture – embracing design, production, assembly, finishing and ornamentation – Jaeger-LeCoultre’s remarkable array of savoir-faire opens almost limitless fields of possibility. This is how the reputation of the Watchmaker of Watchmakers was earned and continues to be honoured.

An Ode to the Genesis of Excellence

In any creative endeavour, mastery comes from patience and dedication. Greatness is achieved by turning talent into skill, day after day, one small achievement after another. Passion is channelled into focus and commitment. Moments of inspiration are fuelled by years of learning. Expertise is built from countless small increments practised and perfected over time. Excellence evolves step by step. As in music, art, performance, literature, design, so it is in watchmaking. This is the Jaeger-LeCoultre Manifesto.

In Spring 2023, Jaeger-LeCoultre unites the talents of Global Ambassadors Jackson Yee and Ni Ni in ‘The Watchmaker of Watchmakers’, a new campaign that reflects on the true source of success – an homage to the work that is done when nobody is watching; the years of practice it takes to perfect a gesture, a movement, a song, a word of dialogue.



In the short film that anchors the campaign, Jackson and Ni Ni perform against a minimal backdrop. The dynamic interweaving of their stories builds into a powerful message about the unseen work that makes their creativity appear so effortless – a natural analogy to the art and craft of watchmaking. The film was directed by French visual artist and creative director Quentin Deronzier. A master of technique celebrated for his dreamscape settings that play with the notions of real, unreal and surreal, Deronzier also designed the sets and the evocative lighting. The soundtrack was produced by French musical duo The Blaze – rising stars on the international electronica-dance stage, whose penetrating and almost mystical sounds cross cultures and continents, often evoking deeply emotional reactions among listeners.

Metaphors for Mastery

For the new campaign Ni Ni wears the refined and feminine Reverso Duetto Small in Pink Gold, while Jackson wears the elegant and technically sophisticated Reverso Tribute Duoface Tourbillon in Pink Gold. The campaign is enriched by portraits of the two Global Ambassadors. The visually arresting portraits capture the distinct character and quiet inner strength of each ambassador, along with the timeless style of the Reverso. Complementing the portraits, close-up images of the movements of the two watches worn by the ambassadors underline the creative passion and technical savoir-faire embodied within every Jaeger-LeCoultre timepiece.

The Reverso Tribute Duoface Tourbillon turns from its classical Art Deco-style silver sunray-brushed front dial to a semi-skeletonised and intricately decorated reverse dial, displaying a second time zone with a night & day indicator. With its mechanical complexity enhanced by a highly innovative new tourbillon, the watch remains slim and elegant, at just 9.15mm thick.

The day-to-night design of the Reverso Duetto Small displays the time on two dials with two very different moods, complemented by a bracelet of polished gold links. Sunray brushing anchors the classical restraint of the silver front dial, while the drama of black lacquer is highlighted by diamond-set gadroons on the reverse side.

Since its birth in 1931, the Reverso has constantly evolved in the spirit of innovation and both of the models featured in the new campaign epitomise its limitless potential for reinvention, showcasing Jaeger-LeCoultre's relentless quest for excellence in both technical development and aesthetic design.

Honing Talent Through Time, Patience and Practice

Firmly established as one of the most naturally gifted of the new generation of Chinese actors, the multi-talented Jackson Yee has recently been dedicating himself increasingly to his music, honing his skills as a singer. "My approach to my work is similar to that of the watchmakers at Jaeger-LeCoultre, in the sense that I believe that natural talent alone is not enough; to become the best at what we do is a life-long process of learning, so that our technique becomes instinctive – and actually invisible to observers," he says.



One of China's most celebrated actresses, who is also known for her great sense of personal style, Ni Ni has an impressive portfolio of film and television roles. Since her stage debut in 2019, she has been taking on new challenges in the theatre. Reflecting on her career, she says, "I believe that we each build our own fate, step by step. Just like the creation of a watch, it is by our own hands that we make the dream come true. And for this, we must devote ourselves to learning and practising our craft every day, away from the lights and cameras."

About Jackson Yee

Jackson Yee was born in 2000 in China. He is recognized as one of the most talented actors of the young generation. He debuted with TFBoys (idol group) in 2013, and propelled him to fame as a singer and dancer. Jackson has also clocked credible acting credits in numerous hit movies including *Better Days* (2019), *A Little Red Flower* (2020), *Nice View* (2022), etc. His portrayal of the roles earned him three times of Golden Rooster Awards nomination, Hong Kong Film Awards and other prestigious Golden awards and nominations of film festivals in Asia. In 2022, Jackson became China's first post-00s 10 billion box office actor with the movie *The Battle at Lake Changjin* (2021).

About Ni Ni

Ni Ni was born in 1988 in China. She debuted with the film *The Flowers Of War* in 2011 and won several awards including the Best New Actor Award at the 6th Asian Film Awards. Up to now, Ni Ni has clocked credible acting credits in numerous hit works such as *1921* (2021), *Shock Wave 2* (2020), *Fleet of Time* (2014) and so on. She starred in the TV series *My Best Friend's Story* which was well-received by the public and earned her nomination for Best Actress at the 27th Magnolia Awards. Recently, her portrayal of the role in the film *Yanagawa* (2022) earned her nomination for Best Actress at the 35th Golden Rooster Awards.

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 has expressed its relentlessly inventive spirit through the creation of more than 1,300 different calibres and the award of more than 400 patents. Harnessing 190 years of accumulated expertise, La Grande Maison'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. With 180 skills brought together under one roof, the Manufacture creates fine timepieces that combine technical ingenuity with aesthetic beauty and a distinctively understated sophistication.
