JAEGER-LECOULTRE

INTRODUCING

AHAAN PANDAY

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

KEY FACTS:

- **Talented and multi-disciplinary:** Ahaan Panday brings a fresh perspective shaped by his work across cinema, fashion and arts
- **Contemporary yet grounded style:** a natural affinity between Ahaan Panday's modern sensibility and Jaeger-LeCoultre's quiet sophistication
- **An understated presence in *the Hour Before*:** where cinematic creativity encounters the timeless elegance of fine watchmaking

Jaeger-LeCoultre is delighted to welcome Ahaan Panday as a Friend of the House. One of the most compelling new voices in Indian cinema, the actor has followed an unconventional path to the screen, one shaped behind the scenes, long before he stepped into the spotlight.

The collaboration is revealed through *The Hour Before*, Jaeger-LeCoultre's interview series exploring the formative experiences and defining moments that shape a creative personality.

A JOURNEY SHAPED BY CURIOSITY AND A DEEP RESPECT FOR CRAFT

Ahaan Panday's arrival on screen may have appeared sudden, yet his journey began years earlier. Before making his acting debut, he immersed himself in filmmaking from behind the camera, gaining experience across different aspects of production and discovering the collective craft behind a singular creative vision. Long before performance brought visibility, he was learning through observation and participation, developing an understanding of the discipline that underpins the creative process.

That foundation continues to shape the actor he is becoming. When *Saiyaara* introduced him to audiences around the world, its extraordinary success brought a dramatic change in scale, but not in perspective. Beyond the momentum of his debut is an artist driven by curiosity, with an instinctive respect for the many forms of expertise that come together to create something greater than any individual contribution. It is here that his sensibility finds a natural resonance with Jaeger-LeCoultre.

At the Manufacture-Atelier in the Vallée de Joux, watchmaking is similarly a collective endeavour. A timepiece passes through many hands, drawing on generations of accumulated savoir-faire before

reaching its final form. Individual expertise comes together in service of a shared creation. For Ahaan Panday, whose understanding of cinema was formed by experiencing filmmaking from multiple perspectives, this philosophy holds particular meaning. His trajectory also reflects a relationship with time that Jaeger-LeCoultre knows intimately: behind a defining moment lie the years of dedication that made it possible.

A DISTINCTIVE SENSE OF CONTEMPORARY ELEGANCE

Ahaan Panday's style carries the same instinctive quality as his creative personality. Contemporary yet grounded, it is guided less by convention than by a natural understanding of what feels distinctly his own. He moves effortlessly between classic tailoring and more relaxed silhouettes, bringing a sense of individuality to both.

This understated confidence finds a natural affinity with Jaeger-LeCoultre. The Maison has long approached elegance as an expression of character rather than display, creating timepieces whose refinement reveals itself through the purity of their design and the subtlety of their details. Deeply rooted in heritage yet continually reinterpreted, its creations transcend changing codes of style to become an expression of the wearer.

Ahaan Panday brings a similar freedom to the way he dresses. Rather than adhering to a fixed aesthetic, he makes established codes his own, allowing the classic to feel instinctively contemporary. The Reverso embodies this spirit with particular clarity: an icon whose unmistakable design has transcended generations while retaining an inherently personal character.

For Ahaan Panday and Jaeger-LeCoultre alike, true style is never imposed. It emerges naturally, through character, confidence and a distinctly individual point of view.

THE HOUR BEFORE: WHERE CRAFTSMANSHIP REVEALS PERSONALITY

Jaeger-LeCoultre introduces Ahaan Panday's collaboration through *The Hour Before*, an intimate interview format where he engages with the assembly of a Reverso case while reflecting on his journey. The conversation is guided by an off-camera interviewer and unfolds through a subtle rhythm that moves between the world of the Maison and Ahaan Panday's personal experiences. The questions begin within the language of watchmaking before opening naturally onto his values, memories and perspective, creating a dialogue that feels reflective and grounded.

More than an interview, *The Hour Before* is conceived as a moment of connection, where the precision of watchmaking gestures becomes a quiet entry point into personality. The format reveals parallels between horological craft and artistic life: discipline, repetition, teamwork and the pursuit of progress over time.

Shot in a natural and unforced manner, the episode captures Ahaan Panday with openness, warmth and thoughtful sincerity, offering a rare glimpse into the creative mind beyond the spotlight.

“We are delighted to welcome Ahaan Panday to the Jaeger-LeCoultre family” says Jérôme Lambert, CEO of Jaeger-LeCoultre. “Ahaan embodies a distinctive sensibility, shaped by curiosity, purpose and a constant desire to evolve. His journey reflects a conviction we deeply share at the Maison: that excellence is cultivated over time, through dedication, precision and an enduring commitment to one’s craft. Through *The Hour Before*, we celebrate this shared philosophy and the quiet pursuit of excellence that lies at the heart of our approach to watchmaking.”

This collaboration reflects Jaeger-LeCoultre’s continued engagement with individuals who embody authenticity, balance and a deep respect for craft.

ABOUT AHAAN PANDAY

Ahaan Panday is one of Indian cinema’s most exciting new-generation talents. Following his record-breaking debut in *Saiyaara* (2025), the highest-grossing love story in Indian cinema, he has quickly emerged as a defining face of a new era in Bollywood. Mentored by Aditya Chopra and trained at YRF for over seven years, Ahaan combines cinematic presence with a distinctly contemporary sensibility. His journey behind the camera, including work on *The Railway Men* and *Mardaani 2*, has shaped a sophisticated understanding of storytelling and filmmaking. His influence extends naturally into the worlds of luxury, fashion and culture, with prestigious brand associations. With highly anticipated films alongside acclaimed directors Ali Abbas Zafar and Mohit Suri, Ahaan continues to build a career defined by ambition, versatility and modern star power. Beyond cinema, his interests span music, fashion, art, anime and e-sports, reflecting a creative identity that resonates with a new global generation.

ABOUT THE HOUR BEFORE

The Hour Before is an intimate interview series by Jaeger-LeCoultre exploring the unseen moments that shape extraordinary journeys. Bringing together a community of artists, singers, musicians, actors or sportsmen from various entertainment disciplines who share the Maison’s values of excellence, creativity and dedication, the series reveals the quiet perseverance behind success. Each episode revisits a defining turning point in the talent’s career by returning to the moments that preceded it: the unseen hours of preparation, reflection and determination when no one was watching. Through intimate conversations and subtle parallels with its watchmaking savoir-faire, *The Hour Before* explores the belief at the heart of Jaeger-LeCoultre: excellence never happens by chance. Authentic, sincere and understated, the series offers a rare perspective on talents whose achievements are shaped through passion, discipline and enduring commitment.

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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