



An exceptional gala evening to launch the THE JAEGER-LECOULTRE POLARIS LINE

Monday, January 15th, 2018

During SIHH, Jaeger-LeCoultre hosted an exceptional gala evening to launch its new elegant sport collection for men, Jaeger-LeCoultre Polaris. Brand Ambassador Benedict Cumberbatch, who embodies the elegant and active man of today, joined the Maison in the celebrations. Deputy CEO Geoffroy Lefebvre welcomed friends of Jaeger-LeCoultre from all around the world: Boran Jing, Diego Luna, Joseph Chang, Sunny Wang, Jorge Viladoms, Rebecca Ferguson, Ellie Bamber, Milos Bikovic, Bruno Van Enck and Sophie Hunter.

The new Jaeger-LeCoultre Polaris line is inspired by the iconic Memovox Polaris from 1968, which marks its 50th anniversary this year. This collection takes the spirit of the Memovox Polaris and applies it to today's man with a full range of timepieces, from a three-hand automatic to a chronograph world time, with a Jaeger-LeCoultre Polaris Memovox piece displaying the famous alarm function.

During this remarkable evening, the 185-year-old brand, established in the Swiss Vallée de Joux, created an atmosphere of immersion into the world of watches, making each guest feel special and placing him in the limelight. The guests had an opportunity to try a brand new Jaeger-LeCoultre Polaris watch in real or through a digital application and create an instant film to share and keep the memory of the moment.

The guests enjoyed fabulous cocktails by Colin Field of Hemingway Bar, Ritz Hotel Paris and exquisite dishes by Mathieu Pacaud, the youngest French three-star Michelin chef. The stage performance of Breakbot with musicians and singers was followed by a DJ set giving boosts of energy to the dance floor.

The Jaeger-LeCoultre Manufacture

We were born in La Vallée de Joux in the Swiss mountains in 1833.

Since day one, each watch, from the calibre to the case, is designed, made and assembled in our Manufacture by our master watchmakers. It demands inventiveness, determination, hard work and courage. How long it takes is irrelevant. What matters is how long it will last. This is the maker spirit.

www.jaeger-lecoultre.com