



INTRODUCING

NEW OLFACTORY SIGNATURES BY THE SCENT ARTIST NICOLAS BONNEVILLE

A NEW CHAPTER IN JAEGER-LECOULTRE'S
MADE OF MAKERS™ PROGRAMME

KEY FACTS:

- **Nicolas Bonneville's Made of Makers™ collaboration expands:** introducing three exclusive olfactory creations for Jaeger-LeCoultre
- **An encounter between *haute* perfumery and high watchmaking:** composed with short formulas and high concentrations of noble ingredients, each fragrance leaves a lingering *sillage*
- **Three distinctive olfactory signatures:** The Adventure Spirit captures exploration in a woody-spicy composition; The Dream Shaper expresses femininity through a floral-leathery accord; The Sound Maker translates the mechanics of sound vibrations into a refined woody rose signature

In 2026, the creative dialogue between Jaeger-LeCoultre and the Scent Artist Nicolas Bonneville enters a new chapter with the unveiling of three new olfactory signatures created exclusively for the Maison under its Made of Makers™ programme. Following the introduction of The Timeless Stories, The Celestial Odyssey and The Precision Pioneer in 2024, Nicolas Bonneville continues to explore Jaeger-LeCoultre's sensory identity through three original creations: The Adventure Spirit, The Dream Shaper and The Sound Maker. Conceived as an extension of the Maison's artistic universe, these new fragrances reaffirm the shared values that unite *haute* horology and *haute* perfumery – creativity, expertise and precision. Nicolas Bonneville, whose creative approach marries artistic intuition with technical expertise, conceived this new series as a lighter olfactory interpretation of the first collection. Complementing the initial three thematic fragrances, which expressed the Maison's inspirations through richer and more intense compositions, these new creations offer a fresher and more luminous olfactory expression while remaining equally essential to the Maison's DNA.

THREE NEW OLFACTORY SIGNATURES

The three new olfactory signatures crafted by Nicolas Bonneville embody the principles that distinguish *haute* perfumery from all other fragrances: short formulas, noble raw materials and high concentrations of key ingredients. Each composition reflects the same pursuit of precision that defines the Maison's approach to watchmaking. Like the intricate mechanisms developed within the Vallée de Joux, these fragrances reveal their complexity gradually. Top, heart and base notes unfold with clarity and balance,



allowing each ingredient to express its full character while contributing to a harmonious whole. The result is a refined and enduring *sillage*, leaving an evocative trail that captivates and lingers elegantly.

THE ADVENTURE SPIRIT is a woody-spicy fragrance in character. Inspired by Jaeger-LeCoultre's legacy of precision instruments born from military needs, deep-sea expeditions and bold technical innovation – from the Memovox Polaris to the Master Compressor and Extreme Lab collections – The Adventure Spirit echoes the Maison's exploration watches, created for those who pushed boundaries and set new records. Opening with an invigorating freshness from ginger extract, it unfolds into a warm, enveloping heart of sandalwood essence. As the scent settles, dry mineral nuances emerge, grounded by moss. Both energising and refined, the composition evokes the spirit of the contemporary adventurer – a man rooted in the city yet instinctively drawn to open horizons and untamed landscapes.

THE DREAM SHAPER is floral and leathery in character. Inspired by Jaeger-LeCoultre's jewellery craftsmanship, technical miniaturisation and elegance – from the Duoplan and Calibre 101 to the Rendez-Vous collection – The Dream Shaper celebrates the Maison's timepieces that redefined women's watchmaking by uniting femininity with technical ingenuity. The fragrance begins with the freshness of bergamot essence before revealing a soft, powdery floral heart of mimosa absolute. Gradually, smoky, suede-like nuances unfold together with black tea extract, bringing depth and quiet sensuality to the scent. Balancing structure and softness, strength and grace, the composition reflects modern femininity – independent, confident and free to shape one's destiny.

THE SOUND MAKER is a powerful woody-rose fragrance. Inspired by the mechanical artistry and acoustic heritage of Jaeger-LeCoultre – from the historic chapel of Le Sentier, built by Pierre LeCoultre to the Manufacture's chiming complications – The Sound Maker transforms the vibrations of sound into an olfactory expression. From the first impression, mineral and smoky incense evokes the stillness of ancient stone and sacred spaces. At its heart, a rose-metal accord vibrates with unexpected intensity, creating a dialogue between warmth and brilliance. As the fragrance deepens, dry woods and musk notes leave a lasting, vibrant trail – like the lingering echo of a bell resonating through time.

Destined to become an additional signature of Jaeger-LeCoultre, the three fragrances crafted by Nicolas Bonneville will be offered as a special treatment to clients and will be used in a variety of other initiatives in the future.

ABOUT NICOLAS BONNEVILLE

Born and raised in France, Nicolas Bonneville discovered his love of perfumery at the age of 12 during a trip to Grasse, the perfume capital of the world. Since then, he has been fascinated by the art of fragrance creation, initially teaching himself through experimentation then, after completing his schooling, receiving comprehensive mentorship from Jacques Maurel and Francis Kurkdjian. In his pursuit of mastery, he travels widely to explore the sources of many of



the rare, natural ingredients that he uses. Nicolas Bonneville draws inspiration from nature and is a keen gardener, cultivating a variety of plants and flowers in his own garden in Paris. An art lover, he finds inspiration in the way Pop and street artists such as Warhol, Haring, JonOne and Banksy reuse everyday objects and reinterpret the urban experience. Complementing his artistic inclinations, he appreciates competition and regularly attends the famous 24-Hour race in his hometown of Le Mans, drawing parallels between the teamwork essential to success in both perfumery and motorsport. In 2024, Nicolas Bonneville was awarded by the Fragrance Foundation France in the Niche category for one of his recent creations and received the Young Perfumer Award at the 2024 Cosmétique mag Editorial Awards, before distinguishing himself in 2026 at the Fragrance Foundation Awards, where he won Best Men's Prestige Fragrance alongside Bruno Jovanovic and Marie Salamagne for another creation.

ABOUT MADE OF MAKERS™

The Made of Makers™ programme brings together a community of artists, designers and craftsmen from a variety of disciplines outside watchmaking. Expanding the dialogue that exists between horology and art, the programme is founded on the core principles that have always defined Jaeger-LeCoultre: creativity, expertise and precision. It focuses on world-class creators who share the Maison's values and whose work explores new forms of expression through different and often unexpected materials and media. Each year, new works commissioned through the programme animate the exhibitions that Jaeger-LeCoultre stages around the world, amplifying the chosen theme and creating new opportunities for audiences to engage and to become part of the wider conversation about art, craft and design.

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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