



## **A NEW WATCH IN THE JAEGER-LECOULTRE POLARIS COLLECTION**

The Jaeger-LeCoultre Polaris collection, revealed at the Salon International de la Haute Horlogerie in Geneva, welcomes today a new model : the Polaris Geographic WT, limited to 250 pieces, exclusively available at Jaeger-LeCoultre boutiques. The design is inspired by the 1968 Memovox Polaris watch, one of the Grande Maison's iconic models. While its entirely redesigned curves give it an air of sporty elegance for a daily wear and cosmopolitan outlook, its bold, adventurous spirit remains unchanged. The 42 mm case houses the Calibre 936A/1, a mechanical self-winding Jaeger-LeCoultre calibre bringing a new feature to the collection: the geographic function, ideal for both travellers and men of action.

### **An iconic Jaeger-LeCoultre function, inspiration to World travellers**

The Polaris Geographic WT (for "World Time") watch invites to discover the world through the 24 time zones instantly visible on a flange, which can be adjusted by the crown at 10 o'clock. For cities switching between standard and daylight saving time according to seasons, a white asterisk indicates the time with this one-hour difference.

### **An elegant and technical dial for the men of action**

The dial's design highlights the alliance of the two Jaeger-LeCoultre Polaris colours: a blue subtly turning to black – a true signature for this collection. The smoky blue dial gives the Polaris Geographic WT watch the impression of great depth. It is decorated with three finishes: an opaline base for the city disk, a sunrayed sub-dial housing the calendar at 2 o'clock, the second time zone at 6 o'clock and the power reserve at 10 o'clock, and a grained finishing for the case back.

The day/night disk, clearly divided into two black and white sections, is instantly recognisable and indicates whether it is day or night in the local city – and therefore in the second time zone of choice. One slight, yet eye-catching detail on the disk is the small sun indicating the daytime hours – black numerals on a white background – and the little crescent moon for the night hours – white numerals on a black background.

### **The origins of an iconic timepiece**

The new Jaeger-LeCoultre Polaris line is inspired by one of the Grande Maison's emblematic models: the 1968 Memovox Polaris watch, instantly recognisable by its three crowns. Suggested at the time, by the American market, the name Polaris echoed the bold and adventurous spirit of the 1960s. Synonymous with freedom and avant-garde, Polaris also heralds a revolution: a diving watch, fitted with an alarm function, featuring a patented triple case-back to amplify its sound underwater. Back in the days, this spirit was summarised with a slogan: "For the man of action". 1,714 Memovox Polaris II pieces were produced between 1965 and 1968. The 2018 Jaeger-LeCoultre Polaris model has been entirely redesigned: the lugs are shorter and the bezel is slimmer, giving the



watch a more contemporary look while offering a clear readability. The polished and brushed finishing enhance the line's sporty spirit, and the Plexiglas was replaced by sapphire crystal.

#### **A limited edition**

The new Polaris Geographic WT completes the Jaeger-LeCoultre Polaris collection that was successfully unveiled in January, at the SIHH, in Geneva. This model is issued as a series of 250 pieces and it will exclusively be available at the Jaeger-LeCoultre boutiques.

#### **Technical characteristics:**

Size: 42 mm

Thickness: 11.54 mm

Calibre: 936A/1 – Automatic

Functions: H/M/S, 24-hour WT, second time zone, date, power reserve

Dial: sunrayed, grained

Water resistance: 100 m

Limitation: 250 pieces

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#### **The Jaeger-LeCoultre Manufacture**

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

Since day one, each watch, from the caliber to the case, has been 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.

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