



FRIEND OF THE BRAND DANIEL BRÜHL CHOSE JAEGER-LECOULTRE POLARIS

Last night Jaeger-LeCoultre hosted an exclusive evening in Zurich celebrating the launch of Jaeger-LeCoultre's Polaris watch collection. Unveiled at SIHH last January, the elegant men's sport collection is inspired by the iconic Memovox Polaris watch from 1968.

Actor Daniel Brühl joined the memorable event wearing a Jaeger-LeCoultre Polaris Automatic in stainless steel.

Long-time Friend of the Brand, Daniel Brühl has been wearing Jaeger-LeCoultre timepieces in his daily life as well as professional life. In 2016, he attended the Maison gala dinner during the Venice International Film Festival. In 2015, for his role in the movie 'Burnt', alongside Bradley Cooper and Sienna Miller, Daniel Brühl can be seen wearing his Reverso Duoface watch in pink gold.

Award winning actor Daniel Brühl has been involved in many critically acclaimed film and television projects and has garnered international recognition for his talent and versatility. Currently he can be seen in movie theatres as activist 'Wilfried Böse' in the drama feature 'Entebbe', opposite Rosamund Pike and on Netflix as the lead role of criminal psychologist 'Dr. Laszlo Kreizler' in the TV series 'The Alienist', based on the international best-selling novel by Caleb Carr.

The New Jaeger-LeCoultre Polaris Collection

Not just a single homage to a historical reference, the new Jaeger-LeCoultre Polaris collection takes the spirit of Memovox Polaris and applies it to today's man of action with a full range of timepieces: a three-hand automatic, a chronograph and a chronograph world time, as well as two models with a stronger vintage feel: the Jaeger-LeCoultre Polaris Date and the Jaeger-LeCoultre Polaris Memovox.

The new Jaeger-LeCoultre Polaris collection channels the best of the Grande Maison's watchmaking tradition and its attention to detail, while creating a contemporary sporty yet elegant timepiece, with a vintage touch.

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