



INTRODUCING

JOSHUA

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

KEY FACTS:

- **Where discipline in performance meets the precision of fine watchmaking**
- **JOSHUA joins Jaeger-LeCoultre as Friend of the House through *The Hour Before***
- **A shared commitment to craft, collaboration and quiet excellence**

Jaeger-LeCoultre is delighted to announce internationally acclaimed artist and member of K-pop icon SEVENTEEN, JOSHUA, as Friend of the House. Revealed through the Maison's interview series *The Hour Before*, the collaboration reflects a shared appreciation for artistry, precision and dedication to craft.

A JOURNEY SHAPED BY DISCIPLINE, COLLABORATION AND CONSISTENT CRAFT

As a member of SEVENTEEN, JOSHUA has grown within one of the most dynamic and closely self-produced groups in global music, where every performance is shaped through collaboration and constant refinement. Known for his calm presence and natural sense of balance within the group, he approaches his craft with quiet determination.

From his early training years in South Korea to performing on stages around the world, JOSHUA's journey has been defined by an ongoing pursuit of improvement. Driven by a dedication to his craft, he has built his artistic identity through commitment, teamwork and attention to detail – values that resonate strongly with Jaeger-LeCoultre.

Within the Manufacture, excellence is achieved through time, precision and the mastery of countless carefully considered gestures. Every component, adjustment and finishing detail reflects discipline and respect for craft. In this way, JOSHUA's artistic journey mirrors the Maison's own philosophy: a belief that true mastery is built gradually, through dedication and consistency over time.



A PRESENCE DEFINED BY BALANCE, EASE AND UNDERSTATED ELEGANCE

JOSHUA's style is defined by simplicity and an understated elegance that feels both modern and timeless. His artistic evolution is based on continuous refinement – a natural strengthening of identity shaped through experience.

Whether on stage or in more personal moments, he brings a sense of ease and authenticity that feels intrinsic. His quiet confidence and measured approach to style reflect a contemporary elegance rooted in sincerity and balance.

This sensibility aligns naturally with Jaeger-LeCoultre's creative philosophy. For the Maison, refinement is never about excess, but about proportion, precision and thoughtful design. Like the Reverso – an icon defined by clean lines – JOSHUA's presence is distinguished by subtle versatility.

THE HOUR BEFORE: WHERE CRAFTSMANSHIP REVEALS PERSONALITY

Jaeger-LeCoultre introduces JOSHUA'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 JOSHUA'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 JOSHUA with sincerity and ease, offering a rare glimpse into the thoughtful presence beyond the spotlight.

"We are delighted to welcome JOSHUA to the Jaeger-LeCoultre family," says Jérôme Lambert, CEO of Jaeger-LeCoultre. "His sincerity, his discipline and his commitment to his craft resonate with the values of our Maison. Through *The Hour Before*, we are pleased to highlight the quiet dedication that connects his artistic journey with our own approach to watchmaking."

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



ABOUT JOSHUA

JOSHUA (Joshua Jisoo Hong) is a member of K-pop icon SEVENTEEN that debuted in 2015 under PLEDIS Entertainment. Renowned for his distinctive vocals and beautiful expressiveness as a member of the vocal unit, he has showcased his potential as a solo artist through “Fortunate Change (JOSHUA Solo)” featured on SEVENTEEN’s 5th Studio Album HAPPY BURSTDAY (May 2025) – which landed at No. 2 on the Billboard 200 – as well as high-profile international collaborations, including New Kids On The Block’s “Dirty Dancing (Dem Jointz Remix)” and Pink Sweat\$’s “17 (feat. JOSHUA and DK of SEVENTEEN).” Beyond music, JOSHUA’s global presence has risen to new heights in 2026 with appearances at major events such as the 83rd Golden Globes, Super Bowl LX, and Thom Browne’s GQ Bowl. Garnering widespread media attention for his captivating presence and style, he continues to solidify his position as a cultural influencer as he expands his endeavors across industries and new creative fields.

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 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, La Grande Maison’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. With 180 skills brought together under one roof, the Manufacture creates fine timepieces that combine technical ingenuity with aesthetic beauty and a distinctively understated sophistication.