INTRODUCING

‘VALLEY OF INVENTIONS’ OPENING IN SHANGHAI

THE INAUGURATION OF AN IMMERSIVE EXHIBITION CELEBRATING THE INNOVATIVE CRADLE THAT SHAPED WATCHMAKING HISTORY

KEY FACTS:

- **A private opening:** Global Ambassadors IU, Zhang Ziyi, Jackson Yee, Kim Woo Bin were joined by Arthur Chen, Eric Chou and Ning Zhongyan for the private opening night celebration of *The Valley of Inventions*
- **A one-of-a-kind curation of pieces**: limited-edition models making their global debut, presented alongside the 2026 collections revealed at Watches & Wonders Geneva in April
- **A richly immersive experience**: brought to life with live demonstrations, hands-on learning experiences and a special room with a unique ice sculpture

Shanghai, September 10, 2026 – Swiss watchmaking Maison Jaeger-LeCoultre celebrated the opening of *The Valley of Inventions* exhibition in Shanghai Zhangyuan. Showcasing almost 200 years of heritage and innovation, the exhibition invites the public to discover almost 200 years of ingenuity and invention in the pursuit of technical and artistic precision. It also reveals how the unique environment of the Vallée de Joux created a culture of resilience, patience and inventiveness that had a profound impact on the development of modern watchmaking.

A NIGHT TO REMEMBER

To mark the opening of this remarkable exhibition, Jaeger-LeCoultre was honoured to welcome Global Ambassadors IU, Zhang Ziyi, Jackson Yee and Kim Woo Bin alongside renowned artists Arthur Chen and Eric Chou, as well as acclaimed athlete Ning Zhongyan during a private celebration.

A JOURNEY THROUGH HISTORY TO THE MASTERY OF PRECISION

Immersing visitors in the cultural and historic context of fine watchmaking, Jaeger-LeCoultre created *The Valley of Inventions* showcasing many of the inventions that have contributed to the Manufacture’s mastery of precision. Telling the story in four chapters, each devoted to a different expression of precision, it also honours the contributions made by its designers, engineers, watchmakers and Métiers Rares™ artisans to this shared goal.

NEW LIMITED-EDITION TIMEPIECES REVEALED

The exhibition showcases the mastery of precision with the global launch of 10 limited-edition timepieces, including two new interpretations of the Master Hybris Artistica Calibre 945, a new Calibre 101 Secrets High Jewellery piece and a one-of-a-kind reinterpretation of the Duometre Grande Complication à Grande Sonnerie. The exhibition also marks the first presentation of the Reverso Tribute Enamel 'Turner' series in Asia as well as three feminine timepieces from the Vallée des Merveilles™ series.

HANDS-ON EXPERIENCES AND A CELEBRATION OF CRAFTSMANSHIP

Visitors can immerse themselves in the craft and art of watchmaking, with a focus on techniques central to the exhibition's theme.

A Discovery Workshop focusing on the theme of Precision is presented by the Atelier d'Antoine in a dedicated space within the exhibition, offering participants the rare opportunity to try a key watchmaking skill guided by a Jaeger-LeCoultre expert. Available upon invitation, participation is free of charge but reservations must be made in advance.

Live demonstrations: A rare opportunity to witness four high-watchmaking skills brought to life by Master Artisans from the Manufacture and engage directly with them as they share insights into their crafts. Visitors can discover the precision and artistry behind fine watchmaking, from decorative finishing to the assembly of a Master Control Chronometre movement and the explanation of different tourbillon constructions, including Jaeger-LeCoultre's pioneering multi-axis Gyrotourbillon à Stratosphère.

HPG Laboratory: a hands-on experience exploring the key stages of the stringent new High Precision Guarantee (HPG) seal, which certifies the accuracy and quality of the Maison's watches. The High Precision Guarantee (HPG) seal guarantees not only the refined aesthetic finishes but also the high precision of the timepiece. This certification is met through a patented protocol that rigorously tests cased-up watches, replicating the daily wear of a watch. Visitors are also able to immerse themselves in simulations of rigorous tests, including shock, changing pressures at different altitudes, various positions and variable temperatures, while also discovering the art of watch decoration and its original functional purposes in historical watchmaking.

The mystery of the Atmos and watchmaking objects: This display features a selection of key Atmos models, including the traditional Atmos Classic, an artistic interpretation of the Atmos Régulateur, as well as the Memovox Travel Clock by Marc Newson, which was newly launched during Milan Design Week.

LOCATION, OPENING HOURS AND ADMISSIONS

'The Valley of Inventions' is taking place from 10 September until 23 September 2026 at Zhangyuan W4, Lane 188, Maoming North Road, Jing'an District, Shanghai. It is open to the public with complimentary

admission, from 11.00AM until 08.00PM every day. Visitors may register online in advance at WeChat mini program link or upon arrival.

ABOUT THE VALLEY OF INVENTIONS

Celebrating Jaeger-LeCoultre's origins in the Vallée de Joux, which remains its home to this day, *The Valley of Inventions* pays homage to an isolated valley where, 600 years ago, refugees from elsewhere in Europe found safe haven. The challenging environment and brutally cold winters required its early inhabitants to develop resilience, patience and inventiveness in order to survive. Ten generations later, in the early 19th century, a self-taught watchmaker, Antoine LeCoultre, began to invent machines that laid the foundations of modern watchmaking by enabling the measurement and cutting of watch components to an unprecedented degree of precision. From the first LeCoultre watchmaking atelier in 1833, this spirit of inventiveness and pursuit of precision have defined the Maison. A series of inventions and technical breakthroughs resulted in calibres that were sought after by many other leading names for use in their own watches, giving rise to the Maison's designation: The Watchmaker of Watchmakers™. Marked by the award of more than 430 patents to date, these ongoing inventions continue to nurture Jaeger-LeCoultre's pursuit of precision, guiding it to this day and into the future.

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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