



## DISCOVERING THE ART OF PRECISION

During the course of an exceptional evening with the accent firmly on precision, Jaeger-LeCoultre unveiled its new Master Grande Tradition Répétition Minutes Perpétuelle in a limited edition series.

This second chapter under the theme “The Art of Precision” was unveiled for 2019 in Japan. It’s no accident that the Manufacture elected to set the event in the impressive city of Kyoto, known for its special atmosphere, beautiful architecture, and finely wrought craftsmanship that relies on precision in action.

### **Home of the Art of Precision**

This event provided a unique opportunity to discover the powerful bond linking Japan’s former Imperial capital to the Grande Maison, uniting them around a common preoccupation with precision. For Jaeger-LeCoultre, this ceaseless quest ranges from the technical precision of a movement – intended to tell the time, as well as giving more complex indications – to the precision of the strictly controlled gestures and artistic rigour of the 180 specialised trades and Rare Handcrafts “Métiers Rares®” perpetuated by our artisans under one roof. The Japanese arts have strived to meet this calling and challenge for centuries, with the same rigour and extreme attention to detail.

### **A living, vibrant testimony**

The evening showcased some of the most highly regarded watchmaking skills and applied art techniques in the world, mastered by Japanese Living National Treasure artists: Mr. Kiju Fukuda, Mr. Kenji Suda and Mr. Kazuo Yamagishi. Alongside these artists were two Jaeger-LeCoultre watchmaker and enameller artisans, who travelled from the Vallée de Joux especially for the event. Not only watchmaking precision, but also enamelling – a centuries-old decorative technique reintroduced at the Manufacture in 1999 – drew parallels with the secrets of Japanese embroidery and marquetry, skills that were presented along with a number of rare and precious objects. Guests got a fascinating insight into genuine works of art which, like Jaeger-LeCoultre watches, require many hours, if not months, to craft.

### **The power and beauty of extreme precision**

A similarly exacting degree of precision gave rise to the new limited edition watch that the Manufacture is honoured to present to you in an exclusive preview, the Master Grande Tradition Répétition Minutes Perpétuelle. Drawing inspiration from the aesthetic codes of the celebrated Master Grande Tradition Collection, this new masterpiece confirms Jaeger-LeCoultre’s expertise in the field of chiming watches. Its innovative gong system was designed to reproduce the idealised chime made by antique chiming pocket watches, with a rich acoustic clarity rarely attained in Grand Complication watches. Housed in a highly compact (13.72 mm) white gold case that optimises the wearer’s experience, this exceptional timepiece represents the next generation of chime-related innovation, both in terms of mechanical innovation and miniature decorative arts. The truth of this is evident from just one glance at the two dial



variations available for this watch – one a neoclassical silver-grained dial and the other a deep blue translucent guilloché enamel dial.

Under the bright night-time lights of Kyoto, city of art and history, Jaeger-LeCoultre had the immense pleasure of paying homage yet again to the precision that has guided every gesture of its master watchmakers and artisans since 1833. This precision in both technique and aesthetics mirrors that same rigour that has been practised for thousands of years in Kyoto – a city of particularly emblematic status in Japan, that is highly esteemed by lovers of beautiful objects and heritage pieces.

**Catherine Rénier, CEO of Jaeger-LeCoultre:**

*“We are delighted to present our collection of watches dedicated to Art of Precision in the city of Kyoto, known for its uniquely refined atmosphere and heritage. Resembling a perfectly executed theatre act, where the role of precision is of utmost importance: in nature, in architecture, in culture and customs. Precision everywhere and all around .... Precision is the common denominator between the city of Kyoto and the Jaeger-LeCoultre Manufacture dedicated to watchmaking savoir-faire and technical expertise since 1833 in the Vallée de Joux. It was a perfect opportunity to immerse our guests in the Art of precision theme, paying attention to detail, and traditional gesture accomplished to create piece of arts, as our collection of watches.”*

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**Jaeger-LeCoultre**

Since its creation, Jaeger-LeCoultre has made precision an art form in its own right, balancing skills and artistry with sophistication and esthetic finesse. In keeping with the inventive spirit initiated in 1833, the artisans of the Manufacture create collections which have been at the forefront of fine watchmaking: Reverso, Master, Jaeger-LeCoultre Polaris, Rendez-Vous and Atmos – this rich legacy built by the Grande Maison over centuries serves as a constant source of inspiration in ever so pushing the boundaries through unprecedented timepieces.

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