



A REDESIGNED FLAGSHIP BOUTIQUE OPENS IN DUBAI

BRINGING THE SPIRIT OF THE VALLEE DE JOUX TO DUBAI MALL

Key facts:

- *A warm and immersive environment that takes visitors on an imaginary journey to the Manufacture Jaeger-LeCoultre*
- *A complete display of all the watchmaking techniques and products proposed by La Grande Maison*
- *Two VIP lounges – one featuring an art installation by Emirati architect Abdalla Almulla*

Jaeger-LeCoultre announces the opening, on November 23 2024, of an expanded and redesigned flagship boutique in Dubai Mall, the United Arab Emirates' most prestigious shopping and lifestyle destination.

Design inspiration from the Vallée de Joux

Behind the glass façade, the interior design is defined by references to the Vallée de Joux's natural beauty, with organic materials, clear, natural colours and carpet designs inspired by trees, rocks and minerals. With a finely judged balance of straight lines and soft curves, the decor also makes a subtle nod to Art Deco, a design language close to the heart of Jaeger-LeCoultre as it represents the origin of the Reverso. The ambience is open, warm and welcoming, inviting visitors not only to discover Jaeger-LeCoultre's timepieces but also to explore the entire world of La Grande Maison.

Discovering emblematic calibres and ground-breaking patents

Immediately inside the entrance, the Patent Wall celebrates Jaeger-LeCoultre's inventiveness as the holder of more than 430 patents for inventions that have advanced timekeeping precision, ergonomics and aesthetics. The interactive display invites visitors to explore the Manufacture's four key areas of expertise: Sound, Celestial, Precision and Design.

An interactive Calibre Wall displays some of the most emblematic calibres that underline La Grande Maison's authority as the 'Watchmaker of Watchmakers™'. Drawn from more than 1,400 calibres created to date, the physical calibres are arranged according to four fields of expertise: Precision, Chiming, Functional and Thin & Small. A touch-screen invites visitors to choose among fascinating videos from Jaeger-LeCoultre's *Behind the Calibres* series, taking them deep inside the design and history of key movements.



Historic milestones and a celebration of craftsmanship

To one side of the main display area in the heart of the boutique, the Manufacture Wall celebrates the 180 skills brought together in Jaeger-LeCoultre's fully integrated Manufacture, presenting each of the five main steps of fine watchmaking: design, production, finishing, assembling and ornamentation. A series of evocative *In The Making* videos initiates visitors into the secrets of each step, with each film focusing on a different skill and telling the story of the craftsman in his or her own words.

Underlining Jaeger-LeCoultre's history of creativity and innovation, the Manufacture Table presents the milestones of the Maison's 190 years of history, which parallel the development of the watchmaking industry as a whole. The Manufacture Table also presents four *Métiers Rares*™ that are housed in their own atelier within the Manufacture: engraving, guillochage, enamelling and gem-setting.

An exceptional showcase of timeless timepieces

The Jaeger-LeCoultre boutique in Dubai Mall showcases a stunning display of timepieces, offering an unparalleled opportunity for collectors and enthusiasts to explore the diversity and craftsmanship of the Maison. Visitors can admire the timeless icon, the Reverso, the adventurous spirit of the Polaris, and the refined sophistication of the Rendez-Vous. The Master Ultra-Thin and Master Control series highlight Jaeger-LeCoultre's expertise in creating elegant, ultra-precise calibres, while the Duometre and Master Grande Tradition showcase the brand's ground-breaking innovations in high complications. Additionally, the Atmos clock, a masterpiece of horological engineering, stands as a symbol of Jaeger-LeCoultre's technical ingenuity and design. This exceptional array of timepieces embodies the spirit of La Grande Maison, where artistry and technical mastery converge, making the Dubai Mall boutique a true destination for horology lovers and watch enthusiasts alike.

The power of personalisation

Adjoining an open lounge area, the Personalisation Wall inspires clients to create a truly personal expression of their style by customising their timepieces. An interactive Strap Bar invites them to experiment with Jaeger-LeCoultre's complete strap collection for all models and discover their own perfect pairing of watch case with strap material, colour and stitching. The power of personalisation is taken further with a display of engraved and lacquered Reverso case-backs that provide inspiration for owners of Monoface Reverso models who may wish to add a personal emblem in engraving, lacquer or enamel.

A pause for refreshment

Visitors to the boutique are invited to enrich their experience of La Grande Maison by pausing to enjoy a refreshment in the Welcome Area – the first of its kind to be integrated into a Jaeger-LeCoultre boutique in the Middle East. It is designed in homage to Art Deco, the period when the Reverso was



born. In this inviting ambience, visitors can discover flavours from the Vallée de Joux in beverages specially created for the Maison by the Parisian master pastry chef, Nina Métayer.

Two VIP Lounges and a newly commissioned art installation

Discreetly located in the farthest end of the boutique are two interconnecting VIP Lounges, offering a refined and private experience to collectors and special clients. One lounge can be transformed in moments into a private screening room, enabling guests to fully immerse themselves in a selection of fascinating and educational watchmaking films. The other lounge features an expressive and eye-catching art installation specially commissioned for the boutique from Emirati architect and artist Abdalla Almulla. An allegory for the longstanding link between Jaeger-LeCoultre and the United Arab Emirates, the geometric patterns captured in the art piece evoke the forms of pine cones from the Vallée de Joux forests and the trunks of date palms from the Dubai desert, with a subtle transition in colour from one to the other.

Hands-on watchmaking experiences

A dedicated Atelier d'Antoine workshop space is set behind glass walls. Here, Jaeger-LeCoultre presents hands-on programmes for watch enthusiasts who wish to know more about how a fine mechanical watch is made. Based on different themes that are core to the Jaeger-LeCoultre story, the Discovery Workshops and Masterclasses are richly immersive experiences that combine theoretical learning with hands-on watchmaking practice, to groups of a maximum of eight people per workshop.

Much more than a place only to purchase exceptional timepieces, the redesigned Jaeger-LeCoultre flagship in Dubai Mall invites visitors to pause and take the time to immerse themselves in the creative and cultural world of La Grande Maison, the 'Watchmaker of Watchmakers'™ from the Vallée de Joux.

The Jaeger-LeCoultre Dubai flagship boutique is located on the Ground Floor of Dubai Mall.

The boutique will open :

- *Monday to Friday from 10.00 am to 11.00 pm;*
- *Saturday and Sunday from 10.00 am to 12.00 pm.*

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.



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