



INTRODUCING

IU

**JAEGER-LECOULTRE ANNOUNCES ITS NEWEST
GLOBAL AMBASSADOR THROUGH *THE HOUR BEFORE***

KEY FACTS:

- **Where artistic authenticity meets the art of fine watchmaking**
- **IU joins Jaeger-LeCoultre as Global Ambassador through *The Hour Before***
- **A shared pursuit of excellence, creativity and timeless elegance**

Jaeger-LeCoultre is delighted to announce internationally acclaimed artist and actress IU as its newest Global Ambassador. Revealed through the Maison's interview series *The Hour Before*, the collaboration celebrates a shared spirit of artistry, authenticity and dedication to craft.

A JOURNEY SHAPED BY SINCERITY, DISCIPLINE AND CREATIVE EVOLUTION

Over the course of her career, IU has captivated audiences around the world through music, film and storytelling that transcend generations and cultures. Admired for her authenticity, she has continually evolved while remaining true to her creative identity. From Korea's beloved "little sister" to one of the most respected artists of her generation, IU has followed her own path with humility and discipline.

With a strong parallel between her creative philosophy and that of Jaeger-LeCoultre, the relationship with the Maison comes very naturally. Like the Manufacture's watchmakers, who devote countless hours to perfecting every detail, IU's artistry is shaped by a constant pursuit of excellence. It is this shared spirit of dedication behind the scenes that makes her such a natural addition to the Jaeger-LeCoultre family.

A PRESENCE THAT REFLECTS QUIET ELEGANCE AND TIMELESS STRENGTH

IU's presence is defined by elegance and understated confidence. Her artistic evolution reflects a woman who has grown through experience and creative exploration while remaining deeply connected to who she is. Rather than following trends or relying on effect, her style is instinctive and timeless.

Much like Jaeger-LeCoultre itself – creator of the iconic Reverso – IU embodies a modern elegance rooted in substance and simplicity. Within the Jaeger-LeCoultre Manufacture, every detail is refined with patience and intention, balancing technical mastery with timeless design. In the same way, IU's artistry blends emotional depth with a natural sense of restraint, creating work that feels both contemporary and enduring.



In this sense, IU's artistic evolution mirrors Jaeger-LeCoultre's watchmaking philosophy through a shared pursuit of timelessness that remains profoundly in tune with the present. Both are guided by the belief that true excellence lies in depth rather than display, in the reinvention of classics rather than fleeting trends, and in creating lasting emotional resonance through authenticity, discipline and refined simplicity.

THE HOUR BEFORE: WHERE CRAFTSMANSHIP REVEALS PERSONALITY

Jaeger-LeCoultre introduces IU's ambassadorship through *The Hour Before*, an intimate interview format built on a subtle and revealing contrast: as IU assembles the case of a Reverso, she gradually reveals herself. Guided by an off-camera interviewer, the conversation unfolds through elegant bridges between the Maison and IU's personal world. Each question begins with Jaeger-LeCoultre before opening naturally onto her memories, values, tastes and perspective, creating an exchange that feels thoughtful and sincere.

The Hour Before offers a refined encounter where watchmaking becomes a gateway to personality. Through the precision of each gesture and the quiet rhythm of the conversation, the format reveals meaningful parallels between horological craftsmanship and artistic discipline: patience, dedication, attention to detail and the pursuit of excellence beyond the spotlight. Designed as a warm and natural conversation, *The Hour Before* captures a side of IU that is poised yet unguarded, offering a rare glimpse into the personality and quiet confidence behind her artistry.

"We are delighted to welcome IU to the Jaeger-LeCoultre family," says Jérôme Lambert, CEO of Jaeger-LeCoultre. "Her authenticity, her dedication to her craft and her quiet elegance resonate deeply with the values of our Maison. Through *The Hour Before*, we are proud to celebrate the shared spirit of artistry, refinement and enduring excellence that defines both IU and Jaeger-LeCoultre."

This collaboration marks an exciting new chapter for Jaeger-LeCoultre, further strengthening the Maison's connection with individuals who embody authenticity, sophistication and a deep appreciation for craftsmanship and creative expression. IU will introduce this connection through *The Hour Before* and as part of the upcoming Reverso campaign.

ABOUT IU

Internationally acclaimed for her artistry, emotional depth and versatility, IU has become one of the most influential Korean artists of her generation. Rising to prominence as a singer-songwriter with her distinctive voice and deeply personal storytelling, she has built an exceptional career spanning music, film and television, earning widespread recognition across Asia and beyond. Renowned for her ability to connect authentically with audiences through both intimate ballads and bold creative reinvention, IU has released numerous critically acclaimed albums and chart-topping songs that have established her as a defining voice in contemporary Korean culture. Alongside her music



career, she has received praise for her performances in celebrated dramas and films including *My Mister*, *Hotel Del Luna* and *Broker*, working with internationally acclaimed directors and actors. Admired for her sincerity, humility and enduring commitment to her craft, IU is also recognised for her philanthropic efforts and longstanding support of charitable causes. Through her continuous artistic evolution and timeless elegance, she remains a cultural icon whose influence transcends generations and borders.

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, 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. 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.
