

MR PORTER



JAEGER-LECOULTRE AND MR PORTER INTRODUCE THE MASTER ULTRA THIN KINGSMAN KNIFE WATCH, TO CELEBRATE the 20th Century Studios and MARV feature film by Matthew Vaughn, 'The King's Man'.

Jaeger-LeCoultre and MR PORTER are pleased to announce the launch of the Master Ultra Thin KINGSMAN Knife watch, a limited edition of 100 timepieces, specially adapted for The King's Man, the upcoming Kingsman origins film directed by Matthew Vaughn.

The Jaeger-LeCoultre Master Ultra Thin Kingsman Knife watch will be offered exclusively on MR PORTER, as a key part of The King's Man 'costume to collection', from July 20th to September 6th. After that date, the watch will also be available directly from Jaeger-LeCoultre online and in selected boutiques.

The newest film in the Kingsman series links past and present, going back 100 years to the origins of the Kingsman agency. So too has Jaeger-LeCoultre drawn upon its great historic mastery of ultra thin calibres to develop a new timepiece directly inspired by the celebrated 1907 'Couteau' (couteau is French for knife) pocket watch. The Master Ultra Thin Kingsman Knife watch is a refined dress watch that blends tradition and modernity in a manner perfectly suited to both *The King's Man* and to contemporary style.

The aesthetic roots of the new watch are unmistakably those of Jaeger-LeCoultre's traditional pocket watches: the very broad bezel slopes gently from the sapphire crystal to the edge of the case, creating a fine profile reminiscent of a knife blade and the winding crown, protected by its triangular bow, is placed at 12 o'clock. However, these timeless and traditional elements are brought right up to date with subtly modern details: simple index hour markers keep the dial refined and clean, while a finely drawn ring is repeated as a circular highlight on the bezel.

Presented in a classically elegant 40mm size, the pink gold case is just 4.25mm thick. The ultra thin case houses Jaeger-LeCoultre's celebrated hand-wound calibre 849. At just 1.85 millimetres thick, the movement underlines La Grande Maison's century-old mastery of this demanding form of Haute Horlogerie: ultra thin movements require a perfect ratio between thinness and solidity, to ensure that components retain sufficient strength to ensure reliable timekeeping.

In tribute to the film's narrative, the case-back of the Jaeger-LeCoultre Master Ultra Thin Kingsman Knife watch has been engraved with the Kingsman logo, as well as the legend "One of 100", and is presented in a specially designed Kingsman sleevebox.

In an eloquent expression of the Kingsman maxim 'Manners Maketh Man', the Master Ultra Thin Knife is the perfect gentleman's timepiece; not only functional but supremely elegant.

'Our Manufacture is proud of its heritage which drives the creativity of our master watchmaking since 1833. We are delighted to partner with Matthew Vaughn and Mr Porter to unveil a unique timepiece celebrating the elegance pioneering spirit. The thinness of this watch, inspired from a pocket-watch with a knife shape from 1907 is illustrating the skills and creativity of our fully integrated Manufacture.'

It represents the spirit of times with timepieces passed from generation to generation' - Ms Catherine Renier, CEO, Jaeger-LeCoultre

'We at MR PORTER are thrilled to be working with Matthew Vaughn and the Jaeger-LeCoultre team to exclusively launch the limited-edition Jaeger-LeCoultre Master Ultra Thin Kingsman Knife, in advance of the global release of The King's Man later this year. The watch has a strong heritage styling coupled with being limited to only 100 pieces and will sure to be received extremely well with our growing global watch community' - Mr Sam Kershaw, Buying Director, MR PORTER

About The KING'S MAN / 20th CENTURY STUDIOS

As a collection of history's worst tyrants and criminal masterminds gather to plot a war to wipe out millions, one man must race against time to stop them. Discover the origins of the very first independent intelligence agency in "The King's Man."

"The King's Man" is directed by Matthew Vaughn and stars Ralph Fiennes, Gemma Arterton, Rhys Ifans, Matthew Goode, Tom Hollander, Harris Dickinson, Daniel Brühl, with Djimon Hounsou, and Charles Dance.

Matthew Vaughn, David Reid and Adam Bohling are the producers, and Mark Millar, Dave Gibbons, Stephen Marks, Claudia Vaughn and Ralph Fiennes serve as executive producers. "The King's Man" is based on the comic book "The Secret Service" by Mark Millar and Dave Gibbons, and the story is by Matthew Vaughn and the screenplay is by Matthew Vaughn & Karl Gajdusek. "The King's Man" opens in U.S. theaters on September 18, 2020.

About MARV Studios & MATTHEW VAUGHN

MARV Studios is the production company of leading British filmmaker Matthew Vaughn, who specialises in genre-redefining films. His films have garnered over \$2.6 billion at the global box office, making him one of Britain's most successful and critically acclaimed independent filmmakers.

Vaughn began his career as producer with Guy Ritchie's *Lock, Stock and Two Smoking Barrels* and *Snatch*, which starred Brad Pitt and received wide critical acclaim. Through his production company MARV, Vaughn debuted as a director with the crime thriller *Layer Cake*, which starred Daniel Craig and introduced his signature style to audiences.

Vaughn followed that up by directing, producing and co-writing with his writing partner Jane Goldman, *Stardust*, which starred Robert De Niro and Michelle Pfeiffer. In 2009, Vaughn produced action-thriller *Harry Brown*, which starred Michael Caine. 2010 saw Vaughn producing and co-writing *The Debt*, which starred Helen Mirren and Sam Worthington, and directing, producing and co-writing *Kick-Ass*, the first in the edgy franchise with a breakout performance from Chloë Grace Moretz. In 2011 Vaughn co-wrote and directed the 20th Century Fox prequel *X-Men: First Class*, a massive box office and critical hit which re-invigorated the popular series. He continued his involvement in the series by co-writing 2014's *X-Men: Days of Future Past*.

2014 also saw the debut of the global blockbuster Kingsman series, beginning with *Kingsman: The Secret Service*, written and directed by Vaughn, and its follow-up *Kingsman: The Golden Circle* in September 2017. The prequel to the franchise, *The King's Man*, boasting an all-star cast, will be released in September 2020.

In 2019 MARV and Rocket Pictures released *Rocketman*, a critically-acclaimed musical fantasy based on the life of Elton John, directed by Dexter Fletcher and starring Taron Egerton in a Golden Globe® winning and BAFTA nominated performance.

About JAEGER-LECOULTRE: HOME OF FINE WATCHMAKING SINCE 1833

Located in the calm, serene setting in the Vallée de Joux, our Home offers a unique sense of belonging. It is here, inspired by the exceptional landscapes of the Jura Mountains, guided by an unquenchable inner fire, that La Grande Maison gets its soul. With all crafts under one roof within the Manufacture, watchmakers, engineers, designers, artisans work together to give birth to fine watchmaking creations. Driven by a compelling energy and a spirit of collective invention that daily inspires the commitment of each and every member of our family, we cultivate our understated sophistication and technical creativity. This same spirit has powered the creation of more than 1200 calibres since 1833 and made Jaeger-LeCoultre the Watchmaker's Watchmaker.

About MR PORTER

Since launching in February 2011, MR PORTER has established itself as the world's leading, award-winning online destination for men's style, with an unparalleled product offering from the best menswear and luxury brands, including categories that range from fine watches and lifestyle through to own labels Mr P. and Kingsman.

MR PORTER produces unmatched digital and printed content across its shoppable online magazine, *The Journal*, and its bi-monthly newspaper, *The MR PORTER Post*. In 2019, MR PORTER founded *MR PORTER Health In Mind*, a content and fundraising initiative in partnership with Movember, developed to raise awareness around men's mental and physical health.

MR PORTER offers express worldwide shipping to more than 180 countries, including same-day delivery to New York, London and Milan, while providing a seamless shopping experience across mobile, tablet and desktop, with easy returns and multi-lingual customer care and personal-shopping teams who are available 24/7, 365 days a year.

MR PORTER is a part of the YOOX NET-A-PORTER Group – the world leader in online luxury and fashion that comprises a complete luxury retail ecosystem. The Group sells directly to customers globally through its own family of multi-brand online shops NET-A-PORTER, MR PORTER, YOOX and THE OUTNET. The Group's Online Flagship Stores division partners with many leading luxury brands to power their own e-commerce destinations. The Group has more than 4.3 million high-spending active customers globally. As pioneers in bringing together the realms of technology and luxury, YOOX NET-A-PORTER satisfies the most discerning clientele with expertly curated products from the best luxury brands, personalised end-to-end service, the latest technology and inspiring content, all shaped by 20 years of insights into the modern luxury shopper.

For more information about MR PORTER and the YOOX NET-A-PORTER Group, visit www.mrporter.com and www.ynap.com.

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