



JAEGER-LECOULTRE MARKS THE LUNAR NEW YEAR WITH A NEW CAMPAIGN STARRING GLOBAL AMBASSADOR JACKSON YEE

To coincide with the 2024 Lunar New Year, Jaeger-LeCoultre is delighted to announce a new campaign starring its global ambassador, Jackson Yee (Yi Yang Qian Xi). The celebrated actor, singer and musician – one of the leading talents of the young generation in China – brings a deeply engaging presence and compelling energy to the new video and its complementary series of portrait photographs.

Named 'The Best is Yet to Come', the campaign has been inspired by La Grande Maison's manifesto that excellence never just happens by chance but a triumph crafted over time; born from unwavering dedication and the relentless pursuit of perfection.

The video captures Jackson Yee in the liminal moment between the past and the future symbolised by the New Year. Beginning in a simple, everyday setting, it segues into a dreamlike sequence where the star reflects on his accomplishments and passions of the past year, particularly music, acting and calligraphy. Evocative lighting enhances the sense that we are witnessing a very personal and intimate moment where he shares his innermost thoughts. The underlying message is simple and inspiring: that when we embrace a lifelong process of learning, practicing and growing, one year after another, the promise unfolds that each one of us can evolve into our most exceptional self.

"Every New Year invites us to pause and reflect on what we have achieved, to realise how much more we are capable of, and to set our intentions for what we can create in the coming year," says Jackson Yee. "That moment becomes our guiding star as we step into the future and, for me, it provides powerful inspiration as I continue to grow, both professionally and personally."

In both the video and the portrait shots, Jackson Yee wears Jaeger-LeCoultre's Master Ultra Thin Tourbillon Moon. Its timeless elegance, which transcends the passage of years, seems especially fitting for the theme of the campaign. With moon phase and date displays being the natural choice of complications to mark the Lunar New Year, the Master Ultra-Thin Tourbillon Moon unites the technical virtuosity of the self-winding Calibre 983 with the enduring beauty of a pink gold case and eggshell-beige dial.

Harmonious and perfectly balanced, the dial is defined by the display of Northern and Southern Hemisphere moon phases in the upper dial and the tourbillon in the lower dial. It is encircled by a peripheral jumping date display, indicated by a red-tipped hand that makes a 90-degree jump over the



tourbillon from the 15th to 16th of every month. Underlining the sense of refinement, the shape of the Dauphine hands is echoed by the elongated arrow-shape of the applied pink gold indexes. With an elegance that transcends the ages, this is a timepiece to treasure over the course of countless New Years.

Jackson Yee also features in a series of portraits, coinciding with the launch of two more new Master Ultra Thin models in pink gold cases. The collection is to be enriched by new interpretations of the Master Ultra Thin Tourbillon Enamel – with a dark blue grand feu enamel dial that showcases the skills of Jaeger-LeCoultre's Métiers Rares™ atelier – and the Master Ultra Thin Power Reserve, featuring a new gradient blue dial and a new generation version of Calibre 938, revised to provide a power reserve of 70 hours.

About Jackson Yee

Jackson Yee was born in 2000 in China. He is recognized as one of the most talented actors of the young generation. He debuted with TFBoys (idol group) in 2013, and propelled him to fame as a singer and dancer. Jackson has also clocked credible acting credits in numerous hit movies including Better Days (2019), A Little Red Flower (2020), Nice View (2022), etc. His portrayal of the roles earned him three times of Golden Rooster Awards nomination, Hong Kong Film Awards and other prestigious Golden awards and nominations of film festivals in Asia. In 2022, Jackson became China's first post-00s 10 billion box office actor with the movie The Battle at Lake Changjin (2021).

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 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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