



JAEGER-LECOULTRE ANNOUNCES ITS PARTICIPATION IN THE INAUGURAL EDITION OF WATCHES & WONDERS SHANGHAI

Jaeger-LeCoultre is pleased to confirm its participation in the first Watches & Wonders salon to be held in Shanghai. The invitation-only event will take place at West Bund Art Center, Shanghai's art and design hub, from 9-13 September, 2020.

Following the digital launch of its 2020 collection at the end of April through watchesandwonders.com, the Shanghai salon will be the first opportunity for invited media, retailers and clients to physically view Jaeger-LeCoultre's latest timepieces at a live event.

The Maison introduced The Sound Maker™ theme this June. Celebrating the art of sound in watchmaking, The Sound Maker™ explores the uniquely rich heritage – past, present and future – of chiming watches at Jaeger-LeCoultre and pays homage to the sounds of nature in the Vallée de Joux, its home since 1833.

As well as seeing and handling the newest chiming watches, guests will have the opportunity to discover a selection of landmark timepieces from Jaeger-LeCoultre's Heritage Collection.

Jaeger-LeCoultre: HOME OF FINE WATCHMAKING SINCE 1833

Located in the calm, serene setting of 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.
