



INTRODUCING

ZHANG ZIYI

**JAEGER-LECOULTRE ANNOUNCES ITS NEWEST GLOBAL BRAND
AMBASSADOR**

KEY FACTS:

- **Where cinematic brilliance meets the art of fine watchmaking**
- **Zhang Ziyi joins Jaeger-LeCoultre as Global Brand Ambassador**
- **A shared pursuit of excellence, innovation and artistry**

Jaeger-LeCoultre is delighted to announce the appointment of the internationally acclaimed actress Zhang Ziyi as its newest Global Brand Ambassador. This exciting partnership unites the Manufacture's dedication to precision, innovation, and timeless design with Zhang Ziyi's exceptional talent, enduring strength, and radiant grace.

AN ICON OF CINEMATIC EXCELLENCE AND UNWAVERING DEDICATION

Zhang Ziyi has captivated audiences worldwide with her powerful performances and compelling presence in a diverse range of critically acclaimed films. Her dedication to her craft, marked by rigorous discipline and a pursuit of artistic excellence, mirrors Jaeger-LeCoultre's own relentless commitment to horological mastery. Just as Zhang Ziyi meticulously embodies each character she portrays, where every movement, every glance, and every subtle smile carries meaning and emotion, Jaeger-LeCoultre's artisans apply the same level of exacting precision to their craft. Each caliber, each component, and each delicate engraving contribute to a timepiece that tells a unique story. This shared dedication to achieving the highest standards through meticulous attention to detail makes her a natural fit for the Maison.

EMBODYING TIMELESS ELEGANCE AND INDEPENDENT SPIRIT

Zhang Ziyi's inherent elegance and sophisticated style resonate deeply with Jaeger-LeCoultre's aesthetic values. Her poise and grace, both on and off-screen, reflect the timeless beauty and refined design that define the Maison's iconic creations. Furthermore, her independent spirit and steadfast conviction in her



choices align seamlessly with Jaeger-LeCoultre's legacy of pioneering innovation and its history of crafting timepieces for discerning individuals who appreciate enduring quality and unique character.

A SHARED PURSUIT OF ENDURING VALUE AND LASTING IMPACT

Beyond her artistic achievements, Zhang Ziyi embodies a quiet strength and a profound appreciation for heritage, values that are deeply ingrained in Jaeger-LeCoultre's philosophy. The Maison's commitment to preserving traditional craftsmanship while continuously pushing the boundaries of horological innovation finds a parallel in Zhang Ziyi's respect for her artistic roots while embracing new challenges and opportunities on the global stage. This shared appreciation for enduring value and lasting impact forms a powerful foundation for this partnership.

"We are honoured to welcome Zhang Ziyi to the Jaeger-LeCoultre family," says Jérôme Lambert, the CEO of Jaeger-LeCoultre. "Her exceptional talent, her dedication to her art, and her timeless elegance resonate perfectly with the values of our Maison. We believe this partnership will beautifully showcase the shared spirit of artistry, heritage, and enduring excellence that defines both Zhang Ziyi and Jaeger-LeCoultre."

This collaboration marks an exciting new chapter for Jaeger-LeCoultre, further solidifying its connection with individuals who embody strength, elegance, and a deep appreciation for enduring craftsmanship. Zhang Ziyi will bring this connection to life through an upcoming campaign debuting in July.

ABOUT ZHANG ZIYI

Internationally acclaimed for her captivating performances and striking screen presence, Zhang Ziyi has emerged as one of the most influential Chinese actresses of her generation. Rising to prominence with her breakthrough role in Ang Lee's *Crouching Tiger, Hidden Dragon*, Zhang has built a dynamic career that bridges East and West, working with renowned directors such as Zhang Yimou, Wong Kar-wai, and Rob Marshall. Her critically lauded performances in films like *Hero*, *House of Flying Daggers*, *Memoirs of a Geisha*, and *The Grandmaster* have earned her multiple awards and nominations, including BAFTA, Golden Globe, and Cannes honors. In addition to her film work, Zhang Ziyi has served as a jury member at prestigious festivals such as Cannes and Tokyo, solidifying her influence within the global film community. A longtime advocate for arts, she was appointed a Global Ambassador for the Special Olympics. Zhang continues to champion cross-cultural storytelling and remains an enduring icon in both Chinese cinema and international film.



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.

jaeger-lecoultre.com