



INTRODUCING

ROBERT PATTINSON

JAEGER-LECOULTRE ANNOUNCES ITS NEWEST GLOBAL AMBASSADOR

KEY FACTS:

- **Partnering with a distinctive force in modern cinema**
- **Robert Pattinson joins Jaeger-LeCoultre as Global Ambassador**
- **A shared commitment to creativity, modernity and enduring craftsmanship**

Jaeger-LeCoultre is pleased to announce the appointment of British actor Robert Pattinson as its newest Global Ambassador. This exciting partnership brings together the Manufacture's pursuit of precision and timeless design with Robert Pattinson's singular talent, artistic audacity and effortless elegance.

As a genuine admirer of fine watchmaking and the artistry behind mechanical timepieces, Robert Pattinson reflects: "For me, the most compelling objects are the ones that have real depth to them. A great watch isn't just about precision – it's about character, craftsmanship, and the story behind how it's made. Jaeger-LeCoultre has always embodied that kind of quiet mastery. There's an integrity to everything they create, where technical innovation and artistic expression exist in perfect balance. I find that approach incredibly inspiring, and it's something I deeply connect with in my own work."

A DISTINCTIVE FORCE IN MODERN CINEMA

Robert Pattinson has built one of the most singular careers in cinema, shaped by bold artistic choices and a refusal to be confined by expectation. A career defined less by predictability than by constant reinvention. Moving between auteur cinema and major international productions, he has followed a path defined by freedom, instinct and a deeply nuanced approach to performance. Drawn to roles that challenge convention, he brings to each character a sense of depth, mystery and emotional tension, revealing complexity through restraint rather than excess. This instinct for transformation echoes Jaeger-LeCoultre's own creative vision, rooted in almost two centuries of savoir-faire while constantly reinventing itself through pioneering innovation and technical mastery. An approach where precision is never static, but constantly redefined.



EMBODYING CONTEMPORARY ELEGANCE

Robert Pattinson embodies a refined sophistication that is instinctive, personal and never overstated. Both on and off screen, his presence reflects a rare balance of individuality and quiet confidence.

His sense of style follows the same quiet precision. Expressed through subtle contrasts, refined proportions and an ease that feels entirely his own, it reflects a sophistication free from excess. In this balance between classic codes and unexpected details, Robert Pattinson gives elegance a distinctly personal character. This creative freedom and bold sense of self resonate naturally with Jaeger-LeCoultre's aesthetic values, where refinement is expressed through subtlety and lasting distinction.

A PATH DEFINED BY CHARACTER

Beyond his achievements on screen, Robert Pattinson is defined by the values that have shaped his journey. Guided by curiosity, authenticity and an unwavering commitment to excellence, he has built a career on thoughtful choices rather than convention. His independent spirit is matched by a quiet discipline, approaching each new challenge with the same desire to refine and push beyond what has come before. It is this pursuit of lasting substance over immediate recognition that gives his work its singular character.

These values resonate deeply with Jaeger-LeCoultre. Since its founding, the Maison has pursued excellence not as an end but as a continuous process of refinement, where technical mastery, innovation and craftsmanship exist in constant dialogue. Rooted in authenticity and driven by an enduring spirit of curiosity, it has continually evolved while remaining faithful to its identity. This shared belief that true excellence is achieved through integrity, dedication and the relentless pursuit of progress forms the foundation of a partnership defined by character as much as creativity.

"Robert Pattinson represents a rare combination of artistic depth, curiosity, and authenticity," says Jérôme Lambert, the CEO of Jaeger-LeCoultre. "His journey is defined by a relentless commitment to excellence and an independent spirit that aligns seamlessly with the values of our Maison. We are delighted to welcome him to the Jaeger-LeCoultre family."

This collaboration opens a new chapter for Jaeger-LeCoultre, deepening the Maison's dialogue with contemporary culture through an artist whose singular vision, creative independence and quiet charisma reflect its core values. What unites both is not style, but a shared instinct for reinvention. Robert Pattinson will bring this connection to life through an upcoming campaign debuting mid-September.



ABOUT ROBERT PATTINSON

Internationally acclaimed for his magnetic screen aura and fearless artistic choices, Robert Pattinson has emerged as one of the most distinctive British actors of his generation. Rising to global prominence with his role as Edward Cullen in *The Twilight Saga*, Robert Pattinson has since built a singular career that moves between auteur cinema and major international productions. He has collaborated with some of contemporary cinema's most distinctive filmmakers, including David Cronenberg, Josh and Benny Safdie, Claire Denis, Robert Eggers, Christopher Nolan, Matt Reeves, Bong Joon Ho, Lynne Ramsay, Denis Villeneuve and Fernando Meirelles. Robert Pattinson's film credits include *Good Time*, *High Life*, *The Lighthouse*, *Tenet*, *The Batman*, *Mickey 17* and *The Drama*, which earned him widespread critical acclaim for his performance. Most recently, he starred in Christopher Nolan's *The Odyssey*. He will next be seen in Denis Villeneuve's *Dune: Part Three*, Lance Oppenheim's *Primetime* – which he also produced – and Fernando Meirelles' *Here Comes the Flood* opposite Denzel Washington and Daisy Edgar-Jones in early 2027. In addition to acting, Robert Pattinson is the founder of the U.S.-based production company Icki Eneo Arlo. The company is currently in post-production on two A24 features – Lance Oppenheim's *Primetime* and India Donaldson's *The Chaperones* – and is producing Parker Finn's adaptation of *Possession*. With additional projects in development at Warner Bros. Pictures, New Line Cinema and Sony/Columbia Pictures, the company is building a slate of distinctive studio and independent films. Robert Pattinson continues to build a career defined by bold creative choices, acclaimed collaborations and an unwavering commitment to original storytelling, both as an actor and producer.

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-Atelier 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. Bringing together 82 ateliers, 108 crafts and 235 techniques – including 69 signature techniques – the Manufacture-Atelier creates fine timepieces that combine technical ingenuity with aesthetic beauty and a distinctively understated sophistication.