



INTRODUCING

‘THE DREAM SHAPER’ OPENING IN SHANGHAI

THE INAUGURATION OF AN IMMERSIVE EXHIBITION
CELEBRATING THE WORLD OF FEMININE TIMEPIECES

KEY FACTS:

- **A private gala opening:** Global Ambassadors Zhang Ziyi, Jackson Yee, Kim Woo-bin and Friend of the Maison Wang Shun among the guests at the private opening night celebration of ‘The Dream Shaper’
- **Art meets fine watchmaking through hand-drawn animation:** showcasing the latest artistic collaboration under the Made of Makers™ programme
- **A one-of-a-kind curation of pieces:** more than 70 archival and exceptional timepieces, alongside limited-edition models making their global debut

Shanghai, September 10, 2025 – Swiss watchmaking Maison Jaeger-LeCoultre celebrated the opening of ‘The Dream Shaper’ exhibition in Shanghai Zhangyuan. Showcasing almost 200 years of heritage and innovation, the exhibition invites the public to discover the enduring influence of women on the art of wearing time.

A NIGHT TO REMEMBER

To open this remarkable exhibition, Jaeger-LeCoultre was honoured to welcome Global Ambassadors Zhang Ziyi, Jackson Yee, Kim Woo-bin and Friend of the Maison Wang Shun, as well as acclaimed Kelly Chen, Patty Hou, Li Qin and Huang Xiangli, during a private celebration.

HONOURING FEMININITY THROUGH MOTION

As part of the opening night celebration, Jaeger-LeCoultre showcased *Drawn in Time*, a hypnotic artwork created by animation film director Jackie Wang. In this piece, the artist revisits the origins of cinema through the phenakistiscope – one of the first tools to create moving images. Using hand-drawn animation, she transforms this early invention into a poetic, modern expression of film. At the heart of *Drawn in Time* lies a meditation on the feminine as an eternal force – graceful, cyclical and ever-evolving. Birds in flight, moons, suns, and blooming flowers revolve in a celestial dance – a poetic expression of femininity, symbolising freedom, renewal and radiance. Crafted with textures that echo watchmaking, from mother-of-pearl reflections to guilloché-inspired patterns, the piece bridges ancestral craftsmanship and digital imagination – echoing the fusion of tradition and innovation that defines Jaeger-LeCoultre.



This artwork was commissioned as part of the Maison's Made of Makers™ programme – a series of collaborations that expand the dialogue between watchmaking and the arts.

NEW LIMITED-EDITION TIMEPIECES REVEALED

The exhibition showcases the Maison's feminine collections with limited-edition timepieces, including the Rendez-Vous Shooting Star and a unique expression of the Reverso Secret Necklace. It also marks the global debut of the Reverso Tribute Enamel Xu Beihong series and the Reverso Tribute Enamel 'Horse', celebrating the cultural legacy of the horse.

A JOURNEY THROUGH THE EVOLUTION OF FEMININE WATCHMAKING

Created by Jaeger-LeCoultre as part of its mission to expand the cultural conversation around fine watchmaking, 'The Dream Shaper' reveals the myriad ways in which La Grande Maison's designers, watchmakers, and Métiers Rares™ artisans have expressed the dream of shaping time. Visitors are invited to explore the evolving role and rights of women through the lens of watchmaking history, and to discover how each has, in turn, influenced and reflected the other.

At the end of the thematic journey, and to extend the immersive sensory experience of 'The Dream Shaper', visitors are invited to enjoy a refreshment at The Crystal Bar.

A CELEBRATION OF CRAFTSMANSHIP AND HANDS-ON WATCHMAKING EXPERIENCES

Visitors can immerse themselves in the craft and art of watchmaking, with a focus on techniques central to the exhibition's feminine theme.

A new Discovery Workshop: For those seeking an even deeper understanding of watchmaking, 'The Dream Shaper' offers hands-on educational workshops at the Atelier d'Antoine. This new workshop is dedicated to the evolving relationship between women and watchmaking.

Live demonstrations: In addition, visitors can watch live demonstrations of signature métiers from the Manufacture – gem-setting, miniature enamel painting or the intricate art of movement assembly.

A projection room: The exhibition features a dedicated projection room that offers viewers a behind the scenes inside Jaeger-LeCoultre's integrated Manufacture, including the *In the Making* series.

LOCATION, OPENING HOURS AND ADMISSIONS

'The Dream Shaper' will take place from 10 September until 26 September 2025 at Zhangyuan W7, Lane 258, Maoming North Road, Shanghai. It is open to the public with complimentary admission, every day from 11:00 AM until 08:00 PM. Visitors may register online in advance or upon arrival.



ABOUT 'THE DREAM SHAPER'

Over the decades, shifts in culture, fashion, and the evolving definition of femininity have profoundly influenced the design, purpose, and spirit of watchmaking. Women have not only mirrored these changes – they have helped shape them, guiding the art of timekeeping toward new realms of elegance, innovation, and meaning. Combining mechanical inventiveness and artistic creativity, Jaeger-LeCoultre began to develop feminine watches in the early years after the Manufacture was founded in 1833. The Dream Shaper honors two centuries of evolving femininity, reflected in timepieces shaped by women's shifting needs and desires. As the first gender to have begun wearing watches on the wrist, women continue to inspire evolutions and revolutions that will shape the dreams of watchmaking forever.

ABOUT MADE OF MAKERS™

The Made of Makers™ programme brings together a community of artists, designers and craftsmen from a variety of disciplines outside watchmaking. Expanding the dialogue that exists between horology and art, the programme is founded on the core principles that have always defined La Grande Maison: creativity, expertise and precision. It focuses on world-class creators who share the Maison's values and whose work explores new forms of expression through different and often unexpected materials and media. Each year, new works commissioned through the programme animate the exhibitions that Jaeger-LeCoultre stages around the world, amplifying the chosen theme and creating new opportunities for audiences to engage and to become part of the wider conversation about art, craft and design.

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.