



JAEGER-LECOULTRE UNVEILS A NEW FLAGSHIP BOUTIQUE IN NEW YORK

THE NEWLY REDESIGNED FLAGSHIP BRINGS THE SPIRIT OF THE MANUFACTURE TO MADISON AVENUE

Jaeger-LeCoultre, proudly announces the grand transformation of its flagship boutique at 701 Madison Avenue. This occasion opens a fresh chapter in the Maison's enduring relationship with New York City, inviting visitors to embark in the fascinating world of watchmaking and the remarkable story of Jaeger-LeCoultre's heritage, expertise and creativity.

Located at the same address as the Maison's previous boutique, the new flagship is much larger than its predecessor. The entrance is set between two large windows, commanding a strong presence on the street and exuding a sense of openness and welcome. Inside, the double-height space evokes the serenity and beauty of Jaeger-LeCoultre's home in the Vallée de Joux, with an emphasis on natural colours and organic materials – limestone and oak, with accents of black brushed metal.

A Celebration of Craftsmanship

The open-plan main floor has been designed as a series of flowing spaces that offer different levels of interaction for visitors, enabling them to gain a deeper understanding of the Maison and the art of watchmaking. Directly facing the entrance, the Craftsmanship Table is an invitation to discover the beauty of the Métiers Rares, including enamelling, engraving and gem-setting – just a few of the 180 skills housed within Jaeger-LeCoultre's integrated Manufacture. On the wall behind, a display case houses a selection of the rarest and most precious timepieces from the current collection.

A World of Personalisation and Heritage

To the right, arranged to form an oval, display counters showcase all of the highlights of the Maison's current collections. Nearby, a fascinating, interactive calibre wall draws visitors to discover some of the most emblematic of the 1400+ calibres created by the Maison since its founding, underlining its authority as "the Watchmaker of Watchmakers". Beyond the display counters, an interactive Strap Wall enables clients to personalize their timepieces by experimenting with the many options and discovering their own perfect pairing of watch case with strap material, color and stitching. The power of personalization is taken even further with a display of engraved and lacquered Reverso case-backs that reveal the deep pleasure of owning a timepiece that holds a personalized emblem and thus truly belongs to its owner.



The 1931 Café

In the area to the left of the entrance, visitors are invited to enrich their experience of the Maison by pausing to enjoy a refreshment in the 1931 Café. Named for the year in which the celebrated Reverso was born, the café features a wall of tiles in a bespoke pattern derived from lettering created by Alex Trochut under the Maison's Made of Makers programme – a subtle homage to the Art Deco design of the Reverso.

Exploring the story of the Manufacture

Next to the 1931 Café, a *Cabinet de Curiosités* houses an intriguing display of objects that tell the story of the Manufacture and its three principal fields of watchmaking excellence through the themes of The Sound Maker, The Stellar Odyssey and The Precision Maker. Set in the centre of the cabinet is a screen where visitors can choose from a library of nine evocative and educational *In The Making* videos that take them behind the scenes at Jaeger-LeCoultre, revealing in depth the five steps of creating a watch in the Maison's fully integrated Manufacture: Design, Production, Assembly, Finishing and Ornamentation.

An Educational Journey with Atelier d'Antoine

Deep in the heart of the boutique, several steps lead to a secluded and intimate VIP Lounge, where clients can discover exceptional timepieces in greater privacy. Nearby, a dramatic, sculptural staircase spirals up to a 'glass box' mezzanine overlooking the main floor. This is the home of the Atelier d'Antoine – an opportunity to explore the world of Swiss fine watchmaking in a new way. Here, themed Discovery Workshops are hosted by a watchmaking expert and offered to a maximum of six participants at a time; the workshops blend theoretical education and direct hands-on experience of watchmaking in a dynamic and interactive format.

Highlighting Jaeger-LeCoultre's commitment to excellence, an in-house watchmaker is set at the boutique to undertake tasks such as changing or re-sizing bracelets, as well as effecting after sale services.

Much more than just a place to purchase exceptional timepieces, the new flagship on Madison Avenue welcomes visitors to pause and take time, immersing themselves in the fascinating world of watchmaking and the remarkable story of Jaeger-LeCoultre, taking a deep dive into the Maison's heritage, its watchmaking expertise and its spirit of innovation and creativity.

Location, Opening Hours and Admission

The Jaeger-LeCoultre flagship boutique is located at 701 Madison Avenue, New York and will be open to guests Monday through Saturday from 10:00am to 6:pm.

Atelier d'Antoine Workshops may be booked online at: <https://www.jaeger-lecoultre.com/atelier-antoine-in-store-experiences-new-york>



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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