



**‘THE WATCHMAKER OF WATCHMAKERS’
JAEGER-LECOULTRE’S NEW BRAND MANIFESTO
STARRING LENNY KRAVITZ AND ANYA TAYLOR-JOY**

For almost two centuries, Jaeger-LeCoultre has designed, produced and assembled the calibres of many of the world’s most noteworthy timepieces. Within the walls of its Manufacture, La Grande Maison has created these movements not only for its own timepieces but also for many other prestigious watchmaking Maisons, consequently becoming known as the Watchmaker of Watchmakers.

Guided by the principles of patience, humility, hard work and dedication to excellence, generations of engineers, watchmakers and craftsmen have built an exceptional legacy of know-how, and it is in tribute to its 190 years of history that Jaeger-LeCoultre proudly asserts its status as the Watchmaker of Watchmakers. Since 1833, the Manufacture has created more than 1,300 different calibres, an exceptional achievement in the world of watchmaking. No less remarkable is the award of more than 400 patents, including several that have left their mark on watchmaking history.

This unmatched creativity has been carefully nurtured and transmitted from generation to generation. Housing 180 skills within the walls of the Manufacture – embracing design, production, assembly, finishing and ornamentation – Jaeger-LeCoultre’s remarkable array of savoir-faire opens almost limitless fields of possibility. This is how the reputation of the Watchmaker of Watchmakers was earned and continues to be honoured.

An Ode to the Genesis of Excellence

In any creative endeavour, mastery comes from patience and dedication. Greatness is achieved by turning talent into skill, day after day, one small achievement after another. Passion is channelled into focus and commitment. Moments of inspiration are fuelled by years of learning. Expertise is built from countless small increments practised and perfected over time. Excellence evolves step by step. As in music, art, performance, literature, design, so it is in watchmaking.

This is the Jaeger-LeCoultre Manifesto.

In Spring 2023, Jaeger-LeCoultre unites the talents of Global Ambassadors Lenny Kravitz and Anya Taylor-Joy in ‘The Watchmaker of Watchmakers’, a new campaign that reflects on the true source of success – an homage to the work that is done when nobody is watching; the years of practice it takes to perfect a gesture, a movement, a song, a word spoken to camera.



In the short film that anchors the campaign, Anya and Lenny perform against a minimal backdrop, focusing the attention on the two artists. The dynamic interweaving of their stories builds into a powerful message about the unseen work that makes their creativity appear so effortless – a natural analogy to the art and craft of watchmaking. The film was directed by French visual artist and creative director Quentin Deronzier. A master of technique celebrated for his dreamscape settings that play with the notions of real, unreal and surreal, Deronzier also designed the sets and the evocative lighting. The soundtrack called 'Mount' was produced by French musical duo The Blaze – rising stars on the international electronica-dance stage, whose penetrating and almost mystical sounds cross cultures and continents, often evoking deeply emotional reactions among listeners.

Metaphors for Mastery

For the new campaign Lenny wears the elegant and technically sophisticated Reverso Tribute Duoface Tourbillon in Pink Gold, while Anya wears the refined and feminine Reverso Duetto Small in Pink Gold. The campaign is enriched by portraits of the two ambassadors, captured by the Canadian photographer Richard Phibbs. Working in a wide variety of genres, Phibbs is renowned for creating emotionally resonant images suffused with quiet strength and intimacy. Beautifully lit and visually arresting, the two portraits are infused with his subtly powerful artistic point of view, capturing the distinctive character of each ambassador, along with the timeless style of the Reverso. Complementing the portraits, close-up images of the movements of the two watches underline the creative passion and technical savoir-faire embodied within every Jaeger-LeCoultre timepiece.

The Reverso Tribute Duoface Tourbillon turns from its classical Art Deco-style silver sunray-brushed front dial to a semi-skeletonised and intricately decorated reverse dial, displaying a second time zone with a night & day indicator. With its mechanical complexity enhanced by a highly innovative new tourbillon, the watch remains slim and elegant, at just 9.15mm thick.

The day-to-night design of the Reverso Duetto Small displays the time on two dials with two very different moods, complemented by a bracelet of polished gold links. Sunray brushing anchors the classical restraint of the silver front dial, while the drama of black lacquer is highlighted by diamond-set gadroons on the reverse side.

Since its birth in 1931, the Reverso has constantly evolved in the spirit of innovation and both of the models featured in the new campaign epitomise its limitless potential for reinvention, showcasing Jaeger-LeCoultre's relentless quest for excellence in both technical development and aesthetic design.

Honing Talent Through Time, Patience and Practice

Celebrated for her portrayal of complex characters, to which she brings a rare and captivating intensity, Anya Taylor-Joy is one of the most talented actresses of her generation. Reflecting on the message behind 'The Watchmaker of Watchmakers', she says: "It's about focus. When you know what you want to do in life, when you have a passion, you don't give in to distractions. The way I feel about my art – literally, I breathe it. It is this focus that has enabled me to keep learning joyfully."



One of the preeminent rock musicians of our time, an accomplished actor and successful designer, Lenny Kravitz makes his debut as a Global Ambassador for the Maison in this new campaign. Of his own path to excellence, he says; “In my creative process I want to be as far away from making conscious decisions as I can. I want it to flow, so most of the time I'm dreaming my music, my creations. They come, I pick them up and then I work on them, but they're pretty pure. This wouldn't be possible without the years of learning and practice before I ever became professional – and the learning that I still do, every day.”

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 1,300 different calibres and the award of more than 400 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.

About Anya Taylor-Joy

Born in Miami when her British-Argentine parents were visiting the city in 1996, Anya Taylor-Joy was raised in Buenos Aires and London, speaking Spanish as her first language. Trained in ballet until the age of 15, she turned to acting and won rave reviews for her breakout performance in Robert Egger's *The Witch* in 2015. A series of critically acclaimed roles followed, including Edgar Wright's *Last Night in Soho* (in which she revealed a captivating singing voice). In 2020, the Netflix hit *The Queen's Gambit* shot her star into the stratosphere; her mesmerising portrayal of chess prodigy Beth Harmon won a Golden Globe, a Screen Actors' Guild award and a Critics' Choice award. This was followed by a starring role in Robert Eggers' *The Northman*. During 2022, Anya was seen in David O. Russell's *Amsterdam* with Christian Bale and Margot Robbie, and Mark Mylod's comedy-horror *The Menu* with Ralph Fiennes and Nicholas Hoult, winning a Golden Globe nomination for the latter. Anya recently completed filming the title role in *Furiosa*, the Mad Max prequel, which is due for release in May 2024.

About Lenny Kravitz

Regarded as one of the preeminent rock musicians of our time, Lenny Kravitz has transcended genre and style over the course of a three decade-plus musical career. Reveling in the soul, rock, and funk influences of the Sixties and Seventies, the writer, producer and multi-instrumentalist has won four consecutive Grammy Awards, as well as setting the record for the most wins in the 'Best Male Rock Vocal Performance' category. In addition to his eleven studio albums, which have sold 40 million worldwide, this multi-dimensional artist has segued into film, appearing as Cinna in the box-office hits, *The Hunger Games* and *The Hunger Games: Catching Fire*. Kravitz can also be seen in the critically-acclaimed films *Precious* and *The Butler*. His creative firm Kravitz Design Inc. touts an impressive portfolio of noteworthy ventures, including hotel properties, condominium projects, private residences, and high-end legendary brands. He was also recognised by the CFDA in 2022 with its 'Fashion Icon Award' for his



role as not only one of rock's most esteemed musicians, but also a major fashion influence. Kravitz is also the author of *Flash*, a book that showcases unique rock photography. His recent memoir, *Let Love Rule*, landed on *The New York Times*' Best Sellers List. Lenny released his eleventh full-length album, *Raise Vibration*, in 2018. Most recently, he was selected as a 2023 Hollywood Walk of Fame inductee. Kravitz will release a new album in 2023.

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