



‘THE WATCHMAKER OF WATCHMAKERS’
JAEGER-LECOULTRE’S MANIFESTO OF EXCELLENCE
A NEW FILM STARRING KIM WOO-BIN AND ANYA TAYLOR-JOY

This autumn, Jaeger-LeCoultre adds a new film to the series that celebrates the values of patience, humility, hard work and dedication to excellence – the values that have guided La Grande Maison throughout its 190 years of history. Within the walls of its Manufacture in the Vallée de Joux, generations of engineers, watchmakers and craftsmen have built an exceptional legacy of know-hows encompassing 180 different skills – a remarkable array of savoir-faire that opens almost limitless fields of possibility.

Over the course of almost two centuries, the Manufacture has created more than 1,400 different calibres – an exceptional achievement in the world of watchmaking – and many of its 430-plus patents have left their mark on horological history. La Grande Maison has designed, produced and assembled some of the world’s most noteworthy watch movements – not only for its own timepieces but also for many of the other most prestigious names in watchmaking. For this, Jaeger-LeCoultre is known as the Watchmaker of Watchmakers.

Paying Tribute to the Genesis of Excellence

At Jaeger-LeCoultre, we believe that, in watchmaking as 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.

For Autumn 2023, Jaeger-LeCoultre unites the talents of Global Ambassadors Kim Woo-Bin and Anya Taylor-Joy in a new film 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 word spoken to camera.

The new short film picks up where the previous video in the campaign, which starred Lenny Kravitz and Anya Taylor-Joy, with the Reverso continuing to serve as a cornerstone of the visual narrative. The dreamscape setting plays with the notions of real, unreal and surreal, with a minimal backdrop,



dominated by a huge, backlit cube, that focuses the viewers' attention on Kim Woo-Bin and Anya Taylor-Joy as their stories are woven together. The narrative 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.

Metaphors for Mastery

For the new film Kim Woo-Bin wears the technically sophisticated Reverso Tribute Chronograph in steel, while Anya Taylor-Joy wears the refined and feminine Reverso Duetto Small in pink gold. The film is enriched by powerful and beautifully lit portraits of the two ambassadors and are complemented by close-up images of the movements of the two watches, underlining the creative passion and technical savoir-faire embodied within every Jaeger-LeCoultre timepiece.

The Reverso Tribute Chronograph turns from its discreet Art Deco-style sunray-brushed front dial to askeletonised and intricately decorated reverse dial, where a second display of the time complements the chronograph registers. The movement, Calibre 860, is an elegant and highly creative answer to the challenge of housing circular chronograph timing indications within a rectangular case; it features a large chronograph seconds display in the upper part of the dial complemented by a retrograde 30-minute indicator on an arc at the base of the dial.

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 film epitomise its limitless potential for reinvention, showcasing Jaeger-LeCoultre's relentless quest for excellence in both technical development and aesthetic design.

JAEGER-LECOULTRE'S MANIFESTO

*We believe **excellence** never happens by chance.*

*We believe that **creative ingenuity** leads to unique mastery.*

*We believe that playing the right way is a matter of **dedication**.*

*We believe the perfect gesture is a reward for years of **effort**.*

*We believe it takes time to reach **excellence**.*

Where you see an achievement, we see the work behind it.

Jaeger-LeCoultre, The Watchmaker of Watchmakers.



About Jaeger-LeCoultre – The Watchmaker of Watchmakers™

Since 1833, driven by an unquenchable thirst for innovation and creativity, and inspired by the magnificent landscape 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 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. Timeless and always up with the times.

About Kim Woo-Bin

A leading South Korean actor, Kim Woo-Bin began acting career in the 2011 television drama *White Christmas*. He gained further recognition in *A Gentleman's Dignity* (2012) before his breakthrough roles in *School* (2013), *The Heirs* (2013) and *Uncontrollably Fond* (2016). Numerous box office hits followed, including *Friend: The Great Legacy* (2013), *The Con Artists* (2014) and *Twenty* (2015). After a six-year hiatus, Kim Woo-Bin returned to acting with the television series *Our Blues* (2022) and director Choi Donghoon's film, *Alienoid* (2022), both of which enjoyed great success among Korean and international audiences. He is recently starring in the sci-fi series *Black Knight*, a Netflix original series released in May this year. As both a fashion and lifestyle icon, Kim Woo-Bin enjoys enormous popularity throughout Asia.

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 Taylor-Joy 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 Taylor-Joy recently completed filming the title role in *Furiosa*, the Mad Max prequel, which is due for release in May 2024.
