



AMBASSADOR KIM WOO-BIN VISITS THE MANUFACTURE JAEGER-LECOULTRE TO DISCOVER THE MAKING OF AN ICON – THE REVERSO

Jaeger-LeCoultre was delighted to welcome its ambassador Kim Woo-Bin to the Manufacture in the Vallée de Joux recently, to discover the craftsmanship and technical skills behind the making of the Reverso.

Born in Seoul, the actor enjoys tremendous popularity throughout Asia, having established a captivating presence in acclaimed television series and box-office hit movies in a variety of genres, from romantic comedy to drama and action films. Along with his passion for acting, he has been a Jaeger-LeCoultre ambassador since the beginning of 2021.

“We are honoured that Kim Woo-Bin made time in his demanding schedule to come and visit us at the Manufacture, our home in the Vallée de Joux”, says Catherine Rénier, CEO of Jaeger-LeCoultre. “As someone with great intellectual curiosity, he was fascinated to learn about our Maison’s history, and the direct insight he gained into the intricacies of watchmaking and his hands-on experience of the Atelier d’Antoine clearly left a deep impression.”

A short film, *Behind the walls*, traces Kim Woo-Bin’s day at the Manufacture, during which he explored the production workshops, discovered the Maison’s Heritage Gallery, and learnt about the skills mastered by the artisans of the Atelier des Métiers Rares, where he saw beautiful examples of how the blank case-back of a Reverso provides an ideal canvas for them to express their creativity. The actor completed his visit with a Reverso Discovery Workshop in the Atelier d’Antoine – learning the story of the remarkable swivelling watch since its birth in 1931 and, tutored by an expert from the Manufacture, assembling a Reverso case.

“Since first discovering mechanical watches I have been intrigued by their intricate mechanisms and curious to know how they are made – but this visit to the Manufacture was beyond anything I expected,” says Kim Woo-Bin. “Discovering so many different skills under one roof, the pleasure that the watchmakers took in explaining their work, their incredible precision, the expertise in decorative crafts that is handed down from one generation to the next – it was an amazing experience and has made me feel an even stronger attachment to the watches that I wear.”



The actor's visit culminated with the presentation of a gift from the Manufacture of a Reverso watch, personalised with a special message engraved on the case-back that makes the watch uniquely his: "To Kim Woo-Bin – a memory to cherish forever – Jaeger-LeCoultre".

"This watch is special to me in a way that no other timepiece can be," says Kim Woo-Bin. "Every time I wear it, the words will remind me of a day that was truly exceptional, not only in terms of what I learnt but also for the spirit and passion of everyone I met in the Manufacture, who welcomed me with such warmth and kindness."

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.

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