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Jaeger-LeCoultre looks to Moscow penthouse to explore innovation

February 4, 2016



Jaeger-LeCoultre's Atmos Clock at the Ararat Park Hyatt Moscow

By JEN KING

Swiss watchmaker Jaeger-LeCoultre is sharing its spirit of invention with guests booking the penthouse suite at the newly renovated Ararat Park Hyatt Moscow.

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The partnership aims to increase visibility and awareness of Jaeger-LeCoultre's Atmos Clock, a "subtle combination of tradition and modernity" similar to that of the penthouse suite's redesign. In digital content focused on the Atmos Clock, Jaeger-LeCoultre shares that presidents, prime ministers and even popes have had the timepiece in their offices, making the penthouse at the Park Hyatt Moscow a fitting display.

Jaeger-LeCoultre was unable to comment directly before press deadline.

Clocking creativity

The watchmaker chose to promote the Atmos Clock partnership with the Ararat Park Hyatt Moscow on social media. Sharing the collaboration, even if followers do not plan on traveling to Moscow, may spur consumers to look into the specifics of the Atmos Clock as many are likely more familiar with Jaeger-LeCoultre's wristwatch options.

Within the post, Jaeger-LeCoultre directs consumers to "the world of Atmos" as well as a blog post shared to the brand's Web site giving an overview of the Park Hyatt's penthouse renovations and how the clock fits into the redesign.

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We are thrilled to unveil the result of our partnership with Ararat Park Hyatt Moscow -

Posted by **Jaeger-LeCoultre** on **Wednesday, February 3, 2016**

Jaeger-LeCoultre's Web content first presents consumers with the various types of Atmos Clocks, ranging in price from \$6,750 to \$8,800. A prompt set above the product options, encourages consumers to "enter the story."

A click-through presents consumers with various historical touchpoints regarding the Atmos Clock. Here, consumers learn that the Atmos Clock was first designed in 1928 and uses variations in temperature as a source of energy.

As a symbol of avant-garde design, the Atmos Clock has seen a number of collaborations, including those with

Apple designer Marc Newson and French leather goods house Herms, both of which served to reinvent the clock for a new generation.



Atmos 561 by Marc Newson (see story)

The most recent collaboration may not be design-oriented, but links Jaeger-LeCoultre's aesthetic with a space that reflects "experience and creativity." The Ararat Park Hyatt Moscow's penthouse was redesigned by architect Tony Chi who created a "lavish yet cozy, understated and intimate" suite.

Ararat Park Hyatt Moscow's penthouse provides guests with the comfort and atmosphere of a private residence due to its duplex apartment layout.

The penthouse offers the amenities of home, including a private dining space with meals prepared by a personal chef. In the living room area, Mr. Chi selected Jaeger-LeCoultre's Atmos Clock to enhance the experience.

Mr. Chi's selection of the Atmos Clock is also likely due to its innovation. As the largest mechanism created by Jaeger-LeCoultre, the clock can store enough energy to guarantee 48 hours of function. This is achieved by the Atmos Clocks' hermetically sealed gas-filled capsule that expands as temperatures rise and contracts when it drops, which establishes perpetual motion.

Additional perks of the Ararat Park Hyatt Moscow penthouse include a tufted Baxter headboard and Frette linens in the guest room, a state-of-the-art room management system, complimentary WiFi, a Geneva iPod docking station and exclusive bathroom amenities.



Penthouse bedroom

In the past, Jaeger-LeCoultre has used Park Hyatt properties to underscore the functions of its timepieces in a realistic setting.

For instance, Jaeger-LeCoultre targeted affluent businessmen who often travel abroad with a social video that displayed functionality and fine craftsmanship.

The minute-long video featured Jaeger-LeCoultre Duomtre Unique Travel Time set against a backdrop of the Park Hyatt Paris-Vendme hotel. Showing the watch in a realistic setting supports the watch's functions by highlighting the notion that this timepiece is ideal for travelers ([see story](#)).

Extending your stay

Jaeger-LeCoultre's placement of the Atmos Clock within the a hotel's penthouse may increase awareness for the clock line.

While Jaeger-LeCoultre does not share if guests can purchase the clock after a stay at the penthouse, many hotels have programs that allow for the purchase of in-room amenities such as linens and toiletries.

For example, Starwood Hotels and Resorts' The Luxury Collection lets guests recreate their stay at home with a retail Web site.

On The Luxury Collection Store, consumers can purchase bedding, towels and robes, as well as art. Allowing consumers to own part of the group's hotels will help to remind them of their travel experiences and expand the length of the trip ([see story](#)).

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