

JEWELRY

Jaeger-LeCoultre explores environmental efforts with Miami retrospective

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Jaeger-LeCoultre's Geophysics watch

By STAFF REPORTS

Swiss watchmaker Jaeger-LeCoultre is celebrating World Oceans Day June 8 with an exhibit highlighting its work with UNESCO.

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Jaeger-LeCoultre has worked with UNESCO for the past eight years in major cities around the world, including Geneva, Shanghai, Singapore, Moscow, Miami and Sao Paulo. The partnership, "Tides of Time," works to conserve the 47 marine sites that are found on the World Heritage List.

Protecting the oceans

The watchmaker selected its Miami Design District boutique as the exhibit host, as the nearby Everglades National Park is one of the 47 World Heritage Marine sites.

Jaeger-LeCoultre's in-store event will take place June 8-13, with a special event held on the morning on World's Ocean Day June 8. The event will include a talk led by Alan Scott, the chief of resource education and interpretation at the Everglades National Park.

The activities that Jaeger-LeCoultre and UNESCO have worked on together through Tides of Time will be showcased during the exhibit. In addition, consumers will gain insights on the threats facing marine habitats.



Everglades National Park in Florida

Projects presented at the exhibit include Jaeger-LeCoultre-financed surveillance vessels in Cocos Island National Park in Costa Rica that work to curb illegal fishing practices that harm threatened species.

Others include Tides of Times' work in Glacier Bay National Park in Alaska, where the watchmaker has supported exploration of the largely unexplored park, and in Australia at the Great Barrier Reef, where Jaeger-LeCoultre has offered technical support to protect the largest coral system on earth for the long-term through a 30-year plan.

Jaeger-LeCoultre has explored its UNESCO partnership through in-store events in the past.

During Earth Day's 45th anniversary in 2015, Jaeger-LeCoultre and UNESCO invited consumers to the brand's Madison Avenue boutique in New York to meet Marine World Heritage program coordinator Fanny Douvere and to enjoy a photography exhibit by Mark Kelley, taken in Glacier Bay National Park ([see story](#)).

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