

JEWELRY

## Jaeger-LeCoultre touts timepiece tradition at Swiss manufacture

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*Jaeger-LeCoultre's restoration workshop*

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By STAFF REPORTS

Swiss watchmaker Jaeger-LeCoultre has unveiled a new heritage gallery at its manufacture as a testament to its horological prowess.

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Jaeger-LeCoultre is headquartered in the Valle de Joux, Switzerland and has opted to renovate the existing space at its manufacture to make room for its heritage gallery. Organizing the space will instill a sense of brand pride for Jaeger-LeCoultre's in-house employees and will likely attract devotees of the watchmaker.

### Horology history

The heritage gallery brings together Jaeger-LeCoultre's timeline of fine timepieces, its historical archives and a restoration workshop.

Jaeger-LeCoultre welcomes visitors to the heritage gallery through an exhibition of its most outstanding historical archives. This leads visitors into the "Reflections of History and Great Inventions" area.

The gallery flows into a room that displays both historical and modern-day Jaeger-LeCoultre timepieces. The juxtaposition allows Jaeger-LeCoultre to share its history as well as tout its innovations and achievements over time.



### *Archives at Jaeger-LeCoultre*

Upstairs, the heritage gallery allows visitors to "step right inside the maison's DNA." Jaeger-LeCoultre's "heartbeat" is felt through the Wall of Calibres, a display of 340 calibres out of the 1,262 built by the brand since its founding.

This space also displays Jaeger-LeCoultre's finest pieces such as the Hybris Mechanica collection and several representing the brand's artistic know-how.

Jaeger-LeCoultre's heritage gallery concludes with a visit to the restoration workshop. Here, visitors can see a demonstration of the restoration process, with each stage explained in detail.

Although Jaeger-LeCoultre's heritage gallery is rooted in horological tradition, the brand has embraced technology to better interact with consumers.

For example, Swiss watchmaker Jaeger-LeCoultre stepped away from typical luxury watch manufacturer strategy with an innovative experience that introduces a chatbot to Facebook followers as an out-of-store associate.

Interested customers on Facebook can now interact with Jaeger-LeCoultre to find the perfect watch for them. The chatbot recommends suitable watches based on users' responses to questions, a strategy that greatly differs from traditional watch brands that usually rely on their name to carry them ([see story](#)).

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