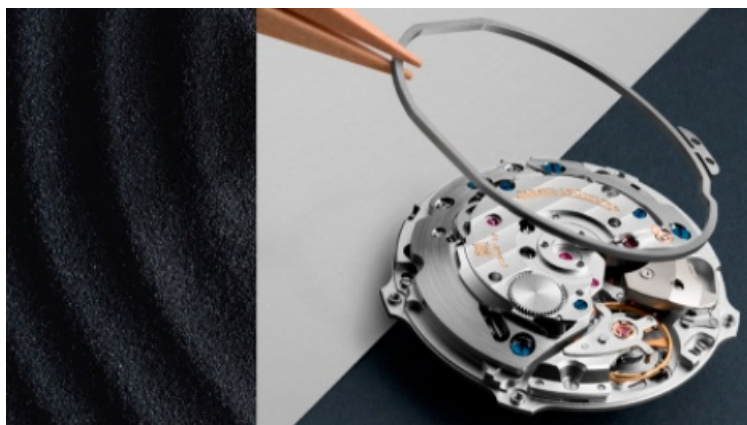


WATCHES AND JEWELRY

Jaeger-LeCoultre transports watch lovers to the home of horology

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Jaeger-LeCoultre is using 8D audio for an immersive new campaign. Image credit: Jaeger-LeCoultre

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Jaeger-LeCoultre is paying tribute to its home and the craftsmanship behind its timepieces with a melodic video.

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In "Sound of the Valle," Jaeger-LeCoultre shares the soundscape of the Swiss mountains as well as the tell-tale ticks of luxury watches. The video plays to sonic trends such as ASMR and 8D sound.

Sounds of watchmaking

Viewers of the short film, which is available on the brand's website as well as social media channels, are encouraged to wear headphones for a more immersive experience.

This is because the ad uses "8D audio," a sound effect that gives audio a spacial reverb that creates an auditory illusion of noises around your head for a 360 degree environment.

Jaeger-LeCoultre offers an auditory and visual look at the connection between watchmaking and nature

The video begins with an aerial look at the forest, with the sound of rushing winds. This is the Valle de Joux, birthplace of Swiss horology and home to luxury watchmakers including Jaeger-LeCoultre, Audemars Piguet and Vacheron Constantin.

A single, reverberating chime then transforms the scene to a series of quick, successive close-ups including a tiny watch hammer.

Other shots include ball bearings and the inner working mechanics of a watch, juxtaposed with naturalistic shots of evergreens and bubbling brooks. The accompanying sounds capture the rhythm of the watch while forest scenes are enhanced by bird chirps and breezes.

The visuals and sounds accelerate in pace, demonstrating the delicate rhythms found in both nature and watchmaking, when finally a Jaeger-LeCoultre watch is revealed.

The video is part of the brand's "The Sound Maker" campaign, which celebrates its legacy of chiming timepieces.

Jaeger-LeCoultre has also introduced a new diving alarm watch in the Polaris range, the Polaris Mariner Memovox.

Jaeger-LeCoultre also enlisted Swiss contemporary artist Zimoun to create a sound sculpture to explore the parallels between horology and art. The installation will be exhibited around the world.

Other watchmakers have created marketing around the auditory expression of horology.

In 2016, Audemars Piguet commissioned French DJ and producer Surkin to portray the Royal Oak Supersonnerie's chime in an audiovisual project under his creative entity Gener8ion. Through recorded ambient noise at Audemars Piguet's manufacture in Le Brassus and sounds from the natural world, "Sound Awakens" told the story of the brand's craftsmanship through a new point of view ([see story](#)).

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