

IN-STORE

Jaeger-LeCoultre tackles child abuse with Hong Kong boutique donations

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By RACHEL LAMB

Swiss watchmaker Jaeger-LeCoultre is drawing in-store traffic by donating 10 percent of all profits from a special-edition model sold at a newly-opened Hong Kong boutique.

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The brand has pledged to donate part of profits from its new Proto Zero models bought at its 1881 Heritage boutique in Hong Kong. The proceeds will go to the End Child Sexual Abuse Foundation in Hong Kong.

“Being a concerned corporate citizen consistently comes up in consumer surveys of the affluent as being a key motivator in buying decisions,” said Karen Weiner Escalera, president of **KWE Partners**, Miami.

“And in the public relations industry, it’s known that causes that most resonate are those related to children and animals,” she said.

Ms. Escalera is not affiliated with Jaeger-LeCoultre, but agreed to comment as an industry expert.

Jaeger-LeCoultre was not able to comment before press deadline.

Face time

The Proto Zero models are prototypes of Jaeger-LeCoultre's most iconic limited-edition watches.

Editions available at this boutique include the Master Grande Tradition à Répétition Minutes, Master Grande Tradition à Tourbillon 43 and Reverso Gyrotourbillon 2.

The Master Grande Tradition à Répétition Minutes has a mechanical caliber in nickel-silver with a power reserve of two weeks. It is available in titanium at the Hong Kong boutique.



Master Grande Tradition à Répétition Minutes

The Master Grande Tradition à Tourbillon 43 is hand-decorated with a grade 5 titanium tourbillon carriage and a single-block oscillating weight. It is available in 22-carat pink gold.



Master Grande Tradition à Tourbillon 43

The Reverso Gyrotourbillon 2 is a 371-part mechanical manually-wound calibre 174. The spherical tourbillon itself is 100 parts and 0.38 grams.



Reverso Gyrotourbillon 2

The prototype models are fully functional, refurbished and reconditioned. They are just as any other watch in the limited series, claims the brand.

Ten percent of each prototype bought will be donated to the End Child Sexual Abuse Foundation.

Watching out for others

Corporate responsibility has been a long-standing trend with luxury brands.

Watch and jewelry brands seem to be using this strategy as a means to connect with affluent consumers who are generally willing to give to those in need.

For instance, Balinese jeweler John Hardy raised \$1,700 for the Take Home a Nude Art auction with a signature cuff partially designed by former contest winner Taehun Lee, who is a student at the New York Academy of Art ([see story](#)).

Furthermore, fellow luxury watchmakers Hublot, Piaget, Audemars Piguet, Tag Heuer and Patek Philippe helped to raise more than \$6 million to benefit research on Duchenne Muscular Dystrophy at this year's Only Watch auction last month ([see story](#)).

The subject of child abuse is not often touched on by luxury marketers. However, this uniqueness could work in Jaeger-LeCoultre's favor.

"Affluent consumers respond positively to important philanthropic programs," said Chris Ramey, president of [Affluent Insights](#), Miami. "In today's world, affluent consumers believe giving back isn't an event, it is a corporate responsibility.

"Child sexual abuse is a highly-sensitive subject – not all brands have the chutzpah to attack it," he said. "Jaeger-LeCoultre is illustrating it's a forward-thinking brand."

Final Take

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