

WATCHES AND JEWELRY

Jaeger-LeCoultre illustrates passion, inspiration in Reverso campaign

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The Reverso Tribute Duoface Tourbillon. Image credit: Jaeger-LeCoultre

By KATIE TAMOLA

Swiss watchmaker [Jaeger-LeCoultre](#) is exploring the power of inspiration in a new campaign starring English actor Nicholas Hoult.

In "The Turning Point," Mr. Hoult embraces his passion for acting, as his timepiece is alongside him for the journey of running lines and rumination. The short film speaks to the importance of people staying true to what inspires them, a sentiment reflecting the strive for excellence that the Swiss watchmaker also embodies.

"This campaign is definitely about finding inspiration," said Donnie Pacheco, founder of Donnie P. Consulting, Seattle.

"These are powerful images and concepts that tie to the craft of watchmaking and what luxury timepieces inspire," he said. "It's also about telling one's own story, which makes it a highly personal campaign."

Passion has all the time in the world

Filmed in Switzerland by French director and cinematographer Tho Gottlieb, "The Turning Point" opens with Mr. Hoult alone in a room, standing in deep thought, holding a script. The shot then cuts to the other star of the film, the Reverso Tribute Duoface Tourbillon, a timepiece meant to embody the watchmaker's quest for excellence.

"Every story is made of moments," Mr. Hoult says in a voiceover.

Nicholas Hoult ponders meaningful decisions in a new campaign

Mr. Hoult further contemplates the meaningful moments in a story before he begins to physically manipulate and open his timepiece, with its distinctive Art Deco lines and swiveling case.

The watch aims to represent Jaeger-LeCoultre's innate quest for innovation, with a unique mechanism and case that can be flipped over.

After turning the watch, the actor reflects on the pivotal part of anyone's story.

"But a true story has this one moment, its turning point" he says. "This moment when you summon the past, to find the inner strength and the courage to go further."

With this, the Reverso timepiece becomes a symbol of the turning point, the important moment in someone's story where one must make a decision, keeping one's inspiration and passion in mind. The point where one has to decide whether to continue on the path to excellence.

Mr. Hoult then begins walking into the woods, further establishing the film's contemplative feel with amazing natural visuals and additional sophisticated cuts to the timepiece.



Mr. Hoult fashions the Reverso Tribute Duoface Tourbillon as he follows his passion in "The Turning Point." Image credit: Jaeger-LeCoultre

The actor then returns to the house, practicing and running his lines.

Ending with Mr. Hoult standing in the center of a stage, appearing ready for the future, the film becomes a full circle reflection of his own passion.

Emotion of it all

Jaeger-LeCoultre is one of several luxury watchmakers embracing creative and emotive campaigns.

Swiss watchmaker Vacheron Constantin is getting artsy in new vignettes for its "Science And Complications" series.

The series invites viewers on an exploration of science, explaining the complications used in Vacheron Constantin timepieces by using everyday objects. Videos dissect the watches' many functions, including the tourbillon and chronography ([see story](#)).

In 2019, Swiss watchmaker Vacheron Constantin highlighted the emotion of its watchmaking business in an exhibition at British department store Harrods' Fine Watch department. "Watchmaking Emotions" brought timepiece aficionados into its brand world and aimed to take them on an artistic journey ([see story](#)).

As seen in "The Turning Point," campaigns can be opportunities for thought and for conveying a greater message about the ethos of a brand.

"The script is about time, turning points, finding inner strength and inspiration," Mr. Pacheco said. "These are all powerful terms and emotions that Jaeger is trying to tap into for this ad."

"The feeling and images that it portrays are very cinematic and where it succeeds is by showing the watch, how it works and by connecting the watch directly to the words and images."