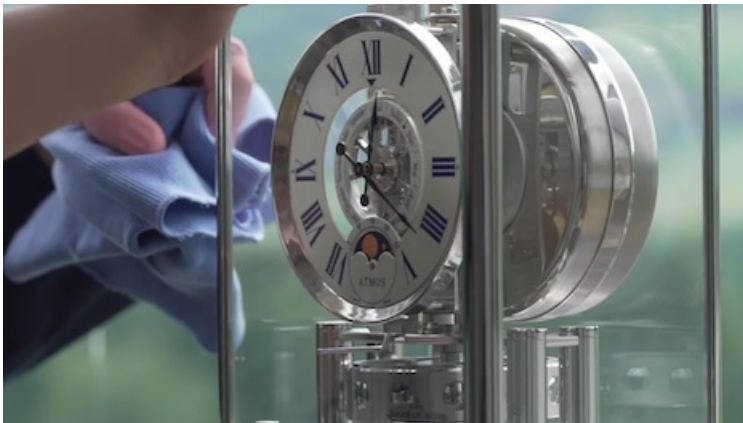


WATCHES AND JEWELRY

Jaeger-LeCoultre explores history of iconic Atmos clock

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The Atmos clock uses a mechanism invented in 1928 that uses air temperature to wind it. Image credit: Jaeger-LeCoultre

By NORA HOWE

Swiss watchmaker Jaeger-LeCoultre is inviting audiences inside the world of precise horology through an extensive exploration of one of its most renowned pieces, the Atmos.

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Developed between the 1920s and 1930s, the Atmos serves as a symbol of Jaeger-LeCoultre's dedication to innovative design and function. In a short film distributed across its social channels, the brand unveils the creative process and intricate execution of the air-powered clock.

"Jaeger-LeCoultre is a well-respected brand that has a storied history of watchmaking," said Donnie Pacheco, founder of Donnie P. Consulting, Seattle. "It leans into its factory's location to really connect their innovation and craftsmanship to customer.

"This campaign reflects Jaeger LeCoultre's dedication to innovation by diving into and explaining their Atmos clock," he said. "By taking the time to explain how it works and how a single degree change in the temperature can wind it for two days helps a consumer understand how innovative and unique these clocks are."

Home of Atmos

An avant-garde creation, the Atmos can operate for hundreds of years without conventional energy sourcing or rewinding because it relies on everyday fluctuations in the air one degree of temperature change is enough to wind the clock for two days.

Invented by Jean-Lon Reutter in 1928 and brought to market by Jaeger-LeCoultre a few years later, the clock's winding mechanism is powered by the contraction and expansion of a mixture of gases inside its sealed capsule.

The brand's manufacturing plant is a serene environment as assembly workers quietly concentrate on their craft overlooking Swiss terrain

An original patent, the mechanism has since been reinvented and recrafted and, named the "President's Clock," became the official gift of the Swiss Confederation.

In the film, the watchmaker goes through various stages of the Atmos assembly process, beginning with the polisher, whose role is key for attaining Jaeger-LeCoultre's standards for its classic "mirrored" finish.

Next is tampography, or pad printing the indirect process of printing on regular or irregular surfaces. This is an essential part of the process as it creates the face of Jaeger-LeCoultre.

The design to be printed is engraved onto a plate called the cliché, which is then fixed onto a machine, then ink is deposited onto the engraved parts of the cliché. To finalize this process and create the face of the Atmos, the design is transferred onto the dial or disc using a large silicone stamp.

The Atmos workshop is an incredibly quiet space, filled with workers who carefully craft components of the clock. It is surrounded by windows overlooking the Swiss landscape, which creates a peaceful and natural environment for the watchmakers.

All Atmos movements are developed and assembled within the manufacturer or by hand in a specialized Atmos workshop.

"It is relaxing to watch it turn and oscillate so slowly," one watchmaker says of the Atmos clock. "It is as if it slows down time."



Craftsmen ensure a mirror-like finish on all parts of the Atmos clock. Image credit: Jaeger-LeCoultre

According to Jaeger-LeCoultre, it may take up to 10 months for a single clock to be produced, not including the 29-day period of testing and observation each Atmos movement undergoes. The time is recorded every two days to check the rate regularity.

Inspired by art deco lines and rectilinear design, the Atmos clock aims to combine functionality and style.

Rich history

When it comes to watchmaking, craftsmanship and heritage are key to building long-term relationships with dedicated audiences, and Jaeger-LeCoultre consistently invites its customers to preview the detailed process of its craft.

In October 2021, the brand explored the power of inspiration in a 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 campaign spoke to the importance of people staying true to what inspires them, a sentiment reflecting the strive for excellence that the Swiss watchmaker also embodies ([see story](#)).

One year prior, the watchmaker paid tribute to its home and the details behind its timepieces with a melodic video. In "Sound of the Valle," Jaeger-LeCoultre shared the soundscape of the Swiss mountains as well as the tell-tale ticks of luxury watches.

The film was part of the brand's "The Sound Maker" campaign, which celebrated its legacy of chiming timepieces ([see story](#)).

"It is important for brands to highlight the detailed process of watchmaking to set themselves apart from other brands and to connect with consumers," Mr. Pacheco said. "These clocks are made by hand and it's important for Jaeger LeCoultre to highlight this to the consumer so they understand that these are not mass-produced on an assembly line.

"It also helps connect the consumer with the brand by highlighting the process, people and factory itself," he said. "It

affects their relationship with consumers by making the consumer feel like they are part of the process and have a deeper emotional connection with the brand."

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