

WATCHES AND JEWELRY

Jaeger-LeCoultre depicts Benedict Cumberbatch in perpetual motion'

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A Jaeger-LeCoultre timepiece will be featured in Benedict Cumberbatch's upcoming Marvel film. Image credit: Jaeger-LeCoultre

By NORA HOWE

Swiss watchmaker Jaeger-LeCoultre is introducing its newest Polaris Perpetual Calendar model through a cinematic depiction of time and movement with actor and friend of the house, Benedict Cumberbatch.

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In staying true to Jaeger-LeCoultre's philosophy of blending tradition with modernity, the new watch brings together a historic complication and contemporary style. In the short film, the *Sherlock* actor is seen wearing the watch as he explores three natural environments: lakes, forests and the skies.

Movement of time

The latest campaign is part of a series called "In Perpetual Motion" featuring various Jaeger-LeCoultre ambassadors. Each film aims to highlight various notions of time and space.

Wearing the new Jaeger-LeCoultre Polaris Perpetual Calendar, Mr. Cumberbatch reflects on concepts of perpetual movement, action and the dynamic nature of time.

"I am an immersion in a shifting shape," he says in a voiceover. "I am an ever-changing side of time always on the move and always the same."

Benedict Cumberbatch stars in Jaeger-LeCoultre's latest installment of its astronomical series

Shots of the British actor portray him in a near-celestial environment, and the violin-heavy soundtrack builds intensity throughout the film.

"I let the light filter through my leaves," Mr. Cumberbatch says. "My future grows along my past.

"I am the quest of endless beauty," he continues. "Every second is punctuated by stars; every moon takes me even higher."

In celebration of the theme "The Stellar Odyssey" and astronomy-inspired complications, the new Polaris Perpetual Calendar is situated in a 42-mm stainless steel case, graduated blue lacquered dial featuring four counters with contrasting textures.

The trapezoidal Super-LumiNova hour-markers and hands with luminescent tips offer optimal readability at any time of day or night. This model also features a system of interchangeable straps, one in stainless steel and one in blue rubber.

[View this post on Instagram](#)

A post shared by Jaeger-LeCoultre (@jaegerlecoultre)

Jaeger-LeCoultre is featured in Marvel's new "Doctor Strange in the Multiverse of Madness"

The new watch introduces the in-house caliber, 868AA, which automatically takes into account the months with 28, 30 or 31 days, as well as leap years. The date, month and day indicators are situated at nine, 12 and three o'clock, respectively, and the moon phases are at six o'clock.

The watch currently retails for \$32,800.

Power of Hollywood

It is no secret that brands have harnessed celebrity voices to propel collections and brand messaging, but recently watchmakers have turned to various men of Hollywood to represent them.

Last year, Swiss watchmaker Longines recruited English actor Reg-Jean Page as an ambassador and brand personality to celebrate its newest master collection.

The brand chose Mr. Page to embody its new expression of elegance due to his keen sense of style and refreshing self-awareness. While his role as the Duke of Hastings in Netflix's binge-worthy series "Bridgerton" launched him into stardom last year, the actor is expected to attract more global attention for his upcoming roles in the films *The Gray Man* and *Dungeons and Dragons* ([see story](#)).

Towards the end of 2021, Swiss watchmaker Tag Heuer welcomed Canadian actor and Academy Award-nominee Ryan Gosling to its star-studded ambassador lineup.

It was the first brand ambassador deal for the versatile actor, known for his work in films including *La La Land*, *Drive*, *Blue Valentine* and *The Notebook*. Mr. Gosling collaborated with acclaimed photographer Pari Dukovic for his first Tag Heuer campaign, featuring the Carrera Three Hands timepiece ([see story](#)).