

APPAREL AND ACCESSORIES

Jaeger-LeCoultre announces Anya Taylor-Joy as new global ambassador

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Anya Taylor-Joy is the new face of Jaeger-LeCoultre.

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Jaeger-LeCoultre is crossing paths with one of Hollywood's most coveted figures.

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Luxury's timekeeper is bringing actress Anya Taylor-Joy to its helm as its newly-named brand ambassador. Embraced by the house for her embodiment of modern femininity in all its paradoxes, the young talent stars in introductory campaign video "A Call of the Heart."

"The encounter with Anya was meant to be," said Catherine Rnier, CEO of Jaeger-LeCoultre, in a [statement](#).

"Her long family history with Polo and interest in watchmaking led us to a natural partnership," he said. "With her ethereal beauty, her sensitivity, her talent and hardworking ethics, she embodies the values and style of our Maison."

All about Anya

Based on a symbolic phone call which serves to welcome Ms. Taylor-Joy into La Grande Maison, a new campaign video succinctly captures the luxury label's ethos.

In it, the actress wears Jaeger-LeCoultre's Reverso Classic Duetto. With its swiveling concept and reversible rectangular case, the art deco selection is reminiscent of the brand's Reverso styles of in the late 1930s.



The Reverso Classic's design allows for a second expression of time. Image credit: Jaeger-LeCoultre

A ringing rotary kicks off the clip. Ms. Taylor-Joy stalks towards the vintage apparatus, answering with a sly hello.

"Whenever you're ready," says the voice on the other line.

"Now," confirms the house's new face. "I'm ready now," she says.

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A post shared by Jaeger-LeCoultre (@jaegerlecoultre)

She hangs up the phone, and the camera pans out to reveal a luxe phone booth, neutral in tone.

According to the brand, founder Jacques-David LeCoultre cycled nearly 12 miles to a telephone booth in 1903, sparking an era of collaboration with Parisian watchmaker Edmond Jaeger, who offered to design a new ultra-thin

variety, marking the beginning of the partnership and brand.

Jaeger-LeCoultre understands the resonance of Hollywood cache. The Swiss watchmaker tapped actress Amanda Seyfried, in a celebratory campaign centered on the launch of its Rendez-Vous Dazzling Shooting Star watch ([see story](#)).

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