

WATCHES AND JEWELRY

Jaeger-LeCoultre anoints Chinese celeb Jackson Lee as global ambassador

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Named Jaeger-LeCoultre's new global brand ambassador, Jackson Yee will be a prominent endorser of the Swiss watch brand to China's affluent timepiece collectors. Image credit: Jaeger-LeCoultre

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Jaeger-LeCoultre named Chinese actor, singer and dancer Jackson Lee as its newest global ambassador.

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The appointment is a clear play for stronger business in China and with Chinese expatriates worldwide as they become the dominant buyers of luxury goods, especially high-end watches. Mr. Yee is highly influential in the Chinese market.

"I greatly admire Jaeger-LeCoultre for its elegant and timeless style, rich heritage and constant quest for innovation," Mr. Yee said in a statement. "I feel honored to work with the maison and very much look forward to our new collaboration."

Mr. Yee joins the ranks at Jaeger-LeCoultre with fellow global ambassador British actress Anya Taylor-Joy as well as friends of the house, American actress Amanda Seyfried, South Korean actor Kim Woo-Bin and English actor Nicholas Hoult.

One to watch

For his first photo shoot with **Jaeger-LeCoultre**, Mr. Yee wore the new Reverso Tribute Duoface Calendar in pink gold.

Making his debut at five, Mr. Yee became the youngest member of the Chinese boy band TFBoys in 2013 before training at the Central Academy of Drama in Beijing. His work in both music and film has received popular and critical acclaim.

Mr. Yee's 2017 song, *Li Sao*, was named Mandarin Song of the Year by Billboard Radio China.

The entertainer has received three Golden Rooster nominations for his films and won the Best Newcomer Award at the Hong Kong Film Awards for his first leading role in 2019's *Better Days*.

Mr. Yee also made number one on the *Forbes* China Celebrity 100 List in 2020 and 2021.

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