

JEWELRY

Jaeger-LeCoultre hones in on celestial campaign, deploys roaming exhibit

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"The Stellar Odyssey" visits Nanjing, proving the brand's astro-horological theme for the year is in full swing. Image credit: Jaeger-LeCoultre

By AMIRAH KEATON

Swiss watchmaker Jaeger-LeCoultre is reminding audiences of timekeeping's origins, deploying a presentation rooted in horology and defined by movements of the sky.

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Since the beginning of time, communities have used the cosmos to measure the passing of time. A practice deeply intertwined with planets and constellations is now highlighted by a traveling series, going live in Nanjing, China from Oct. 28 to Nov. 13, with which the fine watchmaker doubles down on this year's ethereal theme and embraces tradition.

"This year, the Stellar Odyssey will continue the Manufacture's journey around the world, sharing not only our creations that are inspired by the celestial theme, but also translating the wonders of the celestial world into art installations and immersive experiences," said Catherine Rnier, CEO at **Jaeger-LeCoultre**, in a statement.

"The Atelier d'Antoine will bring a new aspect to the transmission of watchmaking know-how with the introduction of a new educational workshop based on the Stellar Odyssey theme."

Space-time continuum

Through horological musings and a mainstay campaign exposing the connection between two realms, the centuries-old maison carves out a place in the celestial segment with The Stellar Odyssey exhibit.

Encapsulating the universe's dynamics in accessory form is no easy task, one that Jaeger-LeCoultre rises to here.

The brand is not only using the external face and interior mechanisms of a wristwatch to reflect complex astrological concepts but has taken this show on the road, expanding the limits of possibility with a traveling activation full of art installations and live demonstrations, framed by a rich watchmaking history.

#TheStellarOdyssey: The Stellar Odyssey travels to Nanjing, China from October 28th to November 13th. A unique opportunity to explore the links between cosmic phenomena and

horological innovation. Embark on our Stellar Odyssey: <https://t.co/roTrq6solW>.
[#JaegerLeCoultre](https://twitter.com/ZaRWFpCFKI) [pic.twitter.com/ZaRWFpCFKI](https://twitter.com/ZaRWFpCFKI)

Jaeger-LeCoultre (@jaegerlecoultre) [October 31, 2022](#)

The presentation explores notions of time and space through a number of immersive multi-media installations spotlighting the impetus of the company's luxury watches.

Earlier this year, the series kicked off at international trade show Watches & Wonders in Geneva, during which Nobel Prize-winning astronomer Didier Queloz assisted with the debut.

Jaeger-LeCoultre debuted the Space Odessy campaign during the global trade show

The significance of the stars to Jaeger-LeCoultre's brand ethos is evident in the story of its establishment some 189 years ago.

Founder Antoine LeCoultre selected the Swiss Valle de Joux as the brand's home base in 1833. One facet it has maintained over time is its incredibly clear skies, which allow viewers to witness the stars with great clarity, pondering the galaxy's inner workings, as Jaeger-LeCoultre has since its own inception.

Watch movements manufactured in-house distinguish the house's craft, unlocking time's well-kept secrets with precision.

Global citizens can also expect to revel in the magic of exclusive, celestially-inspired cocktail artistry as part of the mobile experience, courtesy of mixologist Matthias Giroud. The Stellar Odyssey exhibit is stopped in mainland China for the next two weeks.

Clairvoyant case studies

Luxury is witnessing a notable resurgence of astrologically-associated experiences and wear.

Astrological themes and motifs are extended through a variety of recent marketing bouts and watch drops across the industry, and yet, Jaeger-LeCoultre's star-studded collections stand out.

Of course, the brand is also taking its traveling exhibition as an opportunity to showcase new celestially-inspired timepieces like the Polaris Perpetual Calendar situated in a 42-mm stainless steel case, graduated blue lacquered dial featuring four counters with contrasting textures and worn by actor and friend of the house Benedict Cumberbatch in May marketing ([see story](#)).

American actress Amanda Seyfried sported a Rendez-Vous Dazzling Shooting Star selection from the range which retails between \$7,850 and \$97,500 ([see story](#)).

The Stellar Odyssey", in all of its elements continues to prove Jaeger-LeCoultre's nickname, "the watchmaker of watchmakers," true.