

FOOD AND BEVERAGE

Jaeger-LeCoultre taps famed chef for collection-inspired culinary activation

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Ingredients local to the brand's Valle de Joux home are the focal point of the desserts, presenting a strong sense of place through food. Image credit: Jaeger-LeCoultre

By EMILY IRIS DEGN

Swiss watchmaker **Jaeger-LeCoultre** has asked French pâtissière Nina MAYER to celebrate symmetry, producing sweet results.

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The award-winning chef turned to ingredients local to the company's home of Valle de Joux in the Swiss Jura Mountains, all in an effort to ode the "Golden Ratio" concept that Jaeger-LeCoultre has been exploring, through pastries the four bespoke desserts are set to hit the brand's 1931 Caf sometime in 2023. This move is an extension of the ongoing partnership between Ms. MAYER and the brand, beginning with the eatery's 2021 opening.

"Jaeger-LeCoultre and I share a deep belief in harmony and apply it to our work," said Ms. MAYER, in a statement.

"The visual forms of my pastries influence the perception of flavor, unleashing the promise of poetry from the first bite."

Sweet time

Using shape, texture, purposeful proportions and taste, the chef encapsulates the harmony communicated by the Golden Ratio.

As the Reverso's look was rooted in the concept, the desserts draw upon Art Deco aesthetics. As the movement was all the rage in the 1930s, the decade in which the watch was first made, the focus is historic.

Presenting an exclusive Golden Ratio pastry collection of eye-catching forms

In this latest reimagining of the Golden Ratio, Ms. MAYER is named as Jaeger-LeCoultre's newest "Maker" in the brand's "Maker of Makers" program.

Made up of a string of artistic collaborations, the program welcomes those outside of the watchmaking world to bring their skills to the table, adding new elements to the brand's conversations ([see story](#)).

The chef brings with her an extensive culinary knowledge base as a three-time winner of the prestigious "Pastry Chef

of the Year" award, given by professionals across the industry. She has also been featured in global publications for her craft such as Vanity Fair, Magazine Le Chef and GQ.

#MadeOfMakers: Since 2021, Pastry Chef **@NinaMetayer** has created numerous pastries inspired by Reverso. This year, she has interpreted the Golden Ratio by using proportions, shapes, and colors to unveil four new creations. Discover more: <https://t.co/XpEOUZt1BB>.

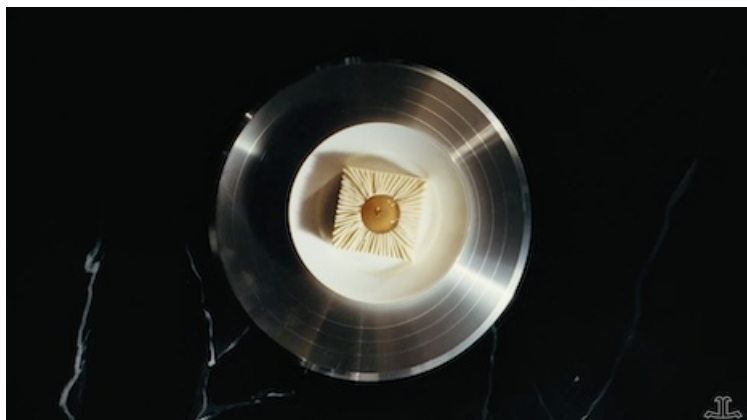
#JaegerLeCoultre pic.twitter.com/cVH4IINVSz

Jaeger-LeCoultre (@jaegerlecoultre) **April 13, 2023**

In approaching this new project, Ms. Mtayer brought together the balanced nature of the Golden Ratio and that of the Jura Mountains.

The result is an exclusive collection of four pastries, entitled "Spirale de Noisettes," "toile de Cassis," "Carr au Miel de Fort" and "Ellipse de Sapin" in English, "Hazelnut Spiral," "Blackcurrant Star," "Honey Square of the Forest" and "Fir Ellipse."

The first is a soft hazelnut biscuit filled with cloud-like vanilla mousse, and the second pastry is a chestnut and pear biscuit paired with a chestnut mousse. "Carr au Miel de Fort" is a chocolate shortbread, dolloped with honey mousse and lemon confit.



At some point in 2023, the pastries will be available to the public at the 1931 Cafe. Image credit: Jaeger-LeCoultre

The final creation in the selection looks like a woodland pinecone, but is in fact a praline and cacao tart. With chocolate mousse making up the scalloped dome, pear and lemon confit pair with a fir infusion within.

"The shape I give my pastries will affect the perception of their taste," says Ms. Mtayer in the video.

"Taking inspiration from the Golden Ratio, that's all that was needed for this collaboration with Jaeger-LeCoultre," she says. "Imagine a box where the notes of hazelnut, pear and blackcurrant from the Valle de Joux are perfectly balanced from first to last bite.

"And even if everything is weighed and calibrated, time is of the essence."

As time plays a vital part in the chef's work, this is a common priority that the two parties in the collaboration share.

Watching for taste

Through a sense of taste, the watchmaker is taking consumers on a journey to its Swiss birthplace.

"Four creations inspired by La Valle, its lakes, woods and starry nights came out of this masterful work," Ms. Mtayer said.

"Thought out to the millimeter, leaving just enough room for the imagination of those who will taste them."



Switzerland provided the chef with ample creative ideas, as she turned to the landscape to craft stunning desserts. Image credit: Jaeger-LeCoultre

The four pastries are deeply informed by Jaeger-LeCoultre's home valley and surrounding mountains, allowing heritage to permeate throughout. The effect is visceral, offering an immersive dive into the brand's sense of identity.

Jaeger-LeCoultre has celebrated this strong connection to its past recently, showcasing its historic know-how and preservation of traditional techniques ([see story](#)).

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