

JEWELRY

## Jaeger-LeCoultre issues brand manifesto, asserting Watchmaker of Watchmakers' status

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*Tapping celebrity brand ambassadors Anya Taylor-Joy and Lenny Kravitz, the company comments on the true source of excellence: time. Image credit: Jaeger-LeCoultre*

By EMILY IRIS DEGN

Swiss watchmaker Jaeger-LeCoultre is tapping a well-known duo to spotlight a winning combination of passion and focus when it comes to personal and professional pursuits.

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The maison has released a brand manifesto in the form of a new campaign entitled "The Watchmaker of Watchmakers," reaffirming its commitment to mastery. Uniting two original ambassadors, Jaeger-LeCoultre uses the space to reflect on the true source of excellence: time.

"It's about focus," said Anya Taylor-Joy, British American actress and brand ambassador at Jaeger-LeCoultre, in a statement.

"When you know what you want to do in life, when you have a passion, you don't give in to distractions," she said. "It is this focus that has enabled me to keep learning joyfully."

"Manifesto" destiny

Jaeger-LeCoultre's **The Watchmaker of Watchmakers** positions Ms. Taylor-Joy alongside a more recent appointee, as American musician Lenny Kravitz also joins in on the marketing exercise.

Therein, the company expresses a dedication to craft, as its representatives exemplify the principle that great work of any kind is achieved degree by degree.

Shining a light on the importance of patience, the statement highlights the power of resilience in perfecting every step of the artistic process. Passion is specifically applauded as a key driver of success.

**#TheWatchmakerOfWatchmakers**: Uniting **@LennyKravitz** and **@anyataylorjoy** in The Watchmaker of Watchmakers'. Discover our Manifesto: <https://t.co/0d1rr3TTYO>

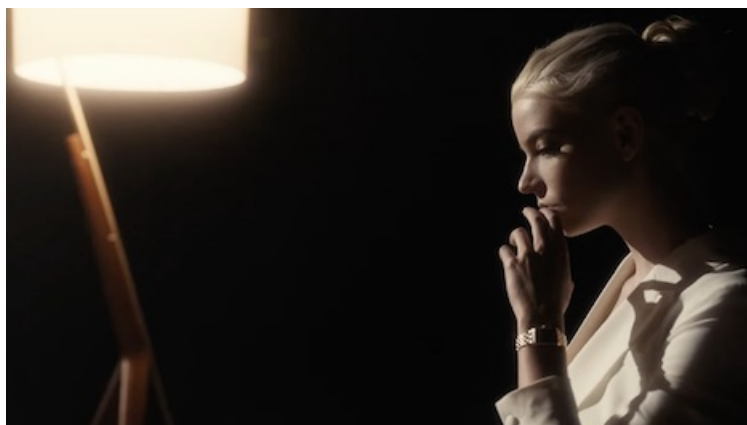
#JaegerLeCoultre [pic.twitter.com/iF1xnhxBxE](https://pic.twitter.com/iF1xnhxBxE)

Jaeger-LeCoultre (@jaegerlecoultre) May 10, 2023

"Moments of inspiration are fueled by years of learning," the campaign's messaging reads.

"Expertise is built from countless small increments practiced and perfected over time," it continues. "Excellence evolves step by step. As in music, art, performance, literature, design, so it is in watchmaking."

An accompanying, minute-long film envisioned by French director Quentin Deronzier relates Jaeger-LeCoultre's push for excellence to that of the figures that front the asset. Dubbed "an homage to the work that is done when nobody is watching," the digital excerpt shows both front-runners hard at work on their respective crafts.



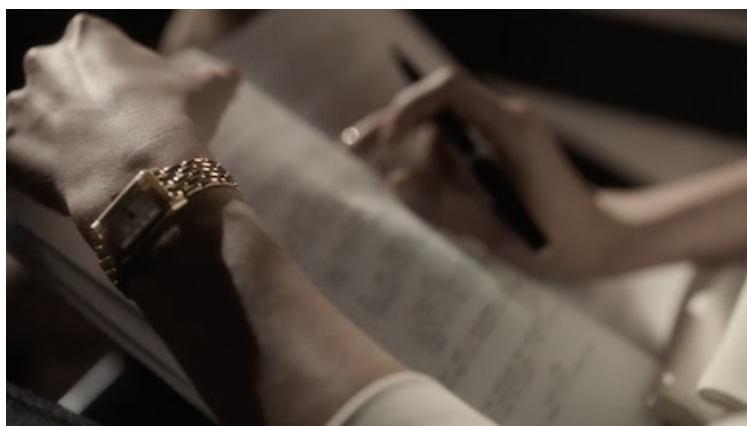
*Ms. Taylor-Joy ruminates on her lines, wearing a Reverso watch, in the brand's latest. Image credit: Jaeger-LeCoultre*

An opening scene, which features narration over visuals of Ms. Taylor-Joy and Mr. Kravitz, states the following: "We believe excellence never happens by chance." At this cue, both talents take to their stations, the actress in a director's chair reviewing scripts, and the musician at a piano caressing keys.

Ms. Taylor-Joy scribbles away and rehearses her lines, while Mr. Kravitz plays his instrument. They are bathed in golden spotlights on darkened stages designed by the director, in line with his trademark reality-meets-surrealism style.

Both become immersed in their worlds as the song "Mount" acts as a soundscape, a building electronica tune played by the French music duo, The Blaze. Cut throughout these images are visuals of Jaeger-LeCoultre watches spinning, the Reverso opening and close-ups of the artists wearing the timepieces.

"In my creative process, I want to be as far away from making conscious decisions as I can," said Mr. Kravitz, in a statement.



*The inclusion of luxury watches across snippets of the art-making process pushes branding in the bespoke direction. Image credit: Jaeger-LeCoultre*

"I want it to flow, so most of the time I'm dreaming my music, my creations," he said. "They come, I pick them up and then I work on them, but they're pretty pure."

"This wouldn't be possible without the years of learning and practice before I ever became professional, and the learning that I still do every day."

Working art

Amid a short film that captures the manifesto's underlying assertion, the brand's representatives explore their own paths to success.

Jaeger-LeCoultre first welcomed Ms. Taylor-Joy to the family in September of last year ([see story](#)). In an initial campaign, just as depicted in the film at hand, she donned a Reverso watch.

Mr. Kravitz is the latest famed face to lend his likeness to the label.

His appointment was announced in April, as Jaeger-LeCoultre praised his artistic accomplishments and ability to transcend audio genres ([see story](#)).

[#LennyKravitz](#): Proud to announce [@LennyKravitz](#) as new Global Ambassador for the Maison. Meet the icon :<https://t.co/XL7xEA2BbL> [#JaegerLeCoultre](#) [pic.twitter.com/KBqXSwgkbg](https://pic.twitter.com/KBqXSwgkbg)  
Jaeger-LeCoultre (@jaegerlecoultre) [April 27, 2023](#)

The maison maintains a history of standing beside creatives with a sense of comradery.

For instance, in October 2021, passion was once again the centerpiece of a Reverso-meets-artist spot ([see story](#)) starring British actor Nicholas Hoult. Just as Ms. Taylor-Joy was found rehearsing lines while wearing a Reverso in this latest campaign, Mr. Hoult was shown doing the same in a campaign titled "The Turning Point."

Jaeger-LeCoultre's most recent film ends with the words "Where you see an achievement, we see the work behind it."

The delivery takes the stance that Jaeger-LeCoultre is not merely a fan of artists according to this new manifesto, the brand continues to manifest art itself.