

JEWELRY

Jaeger-LeCoultre updates signature collection, launches celestial campaign

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Announced in a 30-second-long short film, the wristwear sports an intricate and sophisticated look. Image credit: Jaeger-LeCoultre

By ZACH JAMES

Swiss watchmaker Jaeger-LeCoultre is making strategic updates to an existing women's watch line.

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Dubbed "The Enigmatic Dance of Time," a new campaign brings the celestial and the terrestrial come together to announce the Rendez-Vous collection's latest addition. Named Moon, the chronograph's planetary design is promoted in a marketing effort fronted by Chinese actor and global brand ambassador Ni Ni, who adds a human element to the otherwise ethereal, showing off the timepiece with poise.

Out of this world

Announced in a 30-second-long short film, the wristwear sports an intricate and sophisticated look.

According to the brand, the Moon timepiece, as well as the other models in the Rendez-Vous line, are meant to highlight femininity and elegance. Available now, the horological design, meant to embrace romantic ideals, is releasing at the perfect time, as the Qixi Festival, the Chinese counterpart to Valentine's Day, is just around the corner.

Ms. Ni moves along to the music to accentuate the watch's sleek design

Other brands, such as British fashion group Mulberry ([see story](#)) and Italian fashion house Gucci ([see story](#)) have already dropped their love-inspired capsules ahead of the holiday season in the APAC region.

"The Enigmatic Dance of Time" campaign video showcases Ms. Ni, a star of the big and small screen in her home country, moving in front of the moon while donning the horological work. Executed in punchy quick-cuts, the film expresses the maison's formulation of savoir-faire and grace.

Jaeger-LeCoultre notes that the actor was chosen for her "feminine charm" as well as her ability to inject self-expression into her fashion.

The brand's place in the women's market is a key aspect of the maison's heritage appeal with this campaign, referencing the fact that its watches were originally adopted by female consumers in the early 1900s, well before

men would take notice of the timepieces. It is this historical detail that the Rendez-Vous collection, launched in 2012, hearkens back to.

[#RendezVous](#): Introducing The Enigmatic Dance of Time' starring Ni Ni - unveiling the Rendez-Vous Moon celestial heritage. Watch more: <https://t.co/lDsigrY9Dx>. [#JaegerLeCoultre](#) [#NiNi](#) pic.twitter.com/bQ7dZGtM7O

Jaeger-LeCoultre (@jaegerlecoultre) [August 11, 2023](#)

The Moon model's case is made of 18K pink gold, with brilliant cut diamonds surrounding the watch's 107 diamond-lined dial.

Featured on the white watch face is that of a dark blue sky, the clouds, stars and moon. Its strap is made of black alligator leather

The 34 mm Rendez-Vous Classic Moon displayed in the film retails for \$30,200.

A higher-end variant of the model also saw release. Called the Rendez-Vous Dazzling Moon, the 18K white gold encasement surrounds a 36 mm mother-of-pearl dial, complimented by 168 diamonds of various cuts along the dial's edge. Meanwhile, a blue alligator leather strap gives the piece a punch of color.

This option is priced at \$61,500.

Avenues of opportunity

Even as influencers and peer-to-peer marketing gain traction, traditional celebrities remain staples of luxury campaigns, and Jaeger-LeCoultre is no exception.

The maison's choice to bring in Ms. Ni specifically, a face well-known to audiences in her region, seems to coincide with the exploding demand for high-end products across APAC markets. As COVID-19 restrictions ease up, particularly in China, affluent brands across the world are seeing financial benefits ([see story](#)).

Outside of this area of the globe, celebrities from all industries continue to represent campaigns and initiatives, but across watchmakers, another advertising trend has been taking hold, splitting companies into two camps.

[View this post on Instagram](#)

A post shared by Jaeger-LeCoultre (@jaegerlecoultre)

While Jaeger-LeCoultre and fellow Swiss watchmaker Vacheron Constantin ([see story](#)) are embracing the tried and true method of giving a familiar face to their products, other names in their sector are going a different route.

French fashion house Chanel ([see story](#)) and Tag Heuer ([see story](#)) are instead relying on in-house talent, spotlighting their production practices and employee engineering expertise.

This focus on internal affairs comes as luxury consumers look for greater transparency on the part of businesses. Younger customers especially are showing interest in open-door policies and the dialing back of traditional advertising methods ([see story](#)) as authenticity, sustainability and equity all rise in priorities among the demographic.

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