

JEWELRY

Jaeger-LeCoultre vies for virtual in latest ‘Made of Makers’ slot

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The series of digital sculptures marks the latest entry in a string of collaborations across the creative spectrum. Image credit: Jaeger LeCoultre

By ZACH JAMES

Swiss watchmaker Jaeger-LeCoultre is including a three-dimensional sculptor in its latest edition of an established series.

The running “Made of Makers” campaign draws upon creatives from different industries, this entry enlisting American digital floristry artist Brendi Wedinger, who creates a trilogy of pieces. Unveiled Oct. 17, the three computer-generated sculptures further establish Jaeger-LeCoultre as being part of luxury’s massive wave of art activations.

“This type of campaign and collaboration allows Jaeger-LeCoultre to play in a different space and reach a set of new customers,” said Donnie Pacheco, CEO of Donnie P. Consulting, Seattle.

“The campaign carries more weight because it is not a one-off, but instead one in a series of collaborations with artists from different mediums,” Mr. Pacheco said. “This shows a deeper commitment to partnering and highlighting the arts while tying different art forms to the art of watchmaking.”

Mr. Pacheco is not affiliated with Jaeger-LeCoultre, but agreed to comment as an industry expert.

Golden opportunity

The three pieces, known collectively as the “1931 Golden Flowers,” are the next step in the watchmaker’s ongoing “Made of Makers” series while also paying homage to the longstanding 1931 watch line.

Drawing upon the materials used by Jaeger-LeCoultre as well as the Valle de Joux in Switzerland, the sculptures bring together multiple elements of earth, plants and metals, all coming from the ground.

Ms. Wedinger rings in the next segment of “Made of Makers”

“In my opinion, this collaboration is going after a couple of different luxury consumers,” said Mr. Pacheco.

“The first is the existing luxury customer that is familiar with the brand; they are very much using this as an extension of the brand by tying it back to timepieces,” he said. “The other consumers are artists and younger luxury consumers.

“This is a series of collaborations with different artists that reach out to the broader art community and tie watchmaking itself back to an art form; this collaboration also appeals to a younger consumer because it uses a more modern process to create

the piece and does not shy away from the fact that it is digitally produced.”

Petals and parts from different flowers are brought together to forge the golden creations after being photo-scanned into a computer program that Ms. Wedinger uses to create her art. This practice is especially prevalent in the “1931 Golden Orchid,” which combines parts from the poet’s daffodil, the red hemp nettle and the late spider orchid.



Meticulous attention to detail is prevalent in the trilogy of pieces, just as with each of Jaeger-LeCoultre’s watches. Image credit: Jaeger-LeCoultre

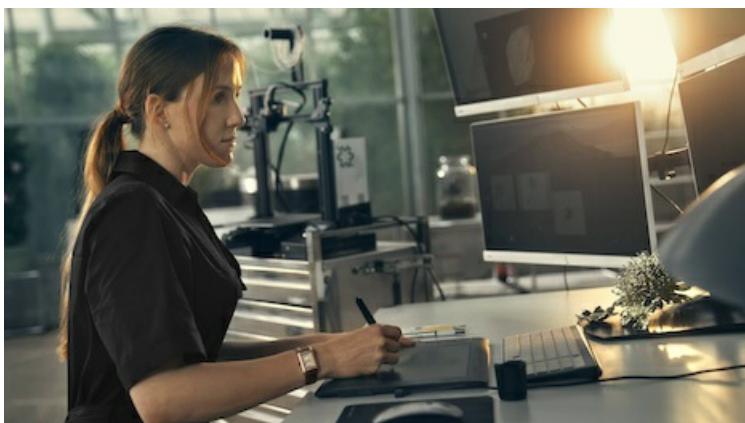
The other two pieces, the “1931 Golden Poppy” and “1931 Golden Thistle,” utilize the same design process of fusing elements of separate blooms to create a unique artistic vision.

“When people look more deeply at each work, they will see that every element is recognizable and traceable to a natural flower, but I remixed and layered the details to emphasize their surreal nature,” said Ms. Wedinger, in a statement.

Artistically driven

The “1931 Golden Flowers” are unique for a luxury collaboration, as the duo of the Swiss horology label and Ms. Wedinger is not actively using the unveiling as a way to market or push new products.

Instead, the release positions the watchmaker as a friend to creatives within the art world, potentially building its customer base. This approach was also present in previous “Made of Makers” campaigns ([see story](#)).



Artists are put ahead of the brands they represent in the “Made of Makers” series. Image credit: Jaeger-LeCoultre

“These campaigns and collaborations appear to be more a play for a broader audience instead of product category expansions,” said Mr. Pacheco.

“While the end product of most recent collaborations are digital sculptures, the campaign highlights and directly compares the process to watchmaking,” he said. “Timepieces are prominently featured throughout the campaign and there does not appear to be an overt play to sell anything other than timepieces.

“In fact, the Made of Makers’ campaigns do not have a hard sell approach to them, the focus is on the creation, art, and process.”



[View this post on Instagram](#)

A post shared by Jaeger-LeCoultre (@jaegerlecoultre)

Within the luxury landscape, few others are taking this same approach of spotlighting the work creatives over utilizing it as a marketing tool for new products.

Of those doing something similar, LVMH-owned beauty retailer Sephora stands out, having launched a U.S.-based initiative in August 2023 to platform musicians coming from diverse backgrounds by using their music within social media posts ([see story](#)).

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