

JEWELRY

# Jaeger-LeCoultre proves ‘The Best is Yet to Come’

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*“The Best is Yet to Come, Right on Time” places the moon, a key brand motif, back in focus. Image credit: Jaeger LeCoultre*

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By ZACH JAMES

Swiss watchmaker Jaeger-LeCoultre is embracing artistry with its latest release.

A new campaign entitled “The Best is Yet to Come, Right on Time” stars Chinese actor and singer Jackson Yee. The push platforms Jaeger-LeCoultre’s Master Ultra Thin timepieces and ties the updated product to images of the contracted talent, as both brand and ambassador look to the future of horology.

“Jaeger-LeCoultre has leaned on ambassadors from APAC nations and into an emotional focus in its most recent campaigns,” said Donnie Pacheco, CEO of [Donnie P. Consulting](#), Seattle.

“With a large portion of sales coming from that region, it is a smart move, especially with emotion-based campaigns,” Mr. Pacheco said. “Consumers are not looking for a hard sell, they want to connect with and feel something toward the brand and the most recent campaigns do just that.

“Even the tagline, ‘The Best is Yet to Come,’ plays to that concept; while it nods to watchmaking, it focuses more on their ambassadors and their artistry.

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

## **Eclipsing the past**

Jaeger-LeCoultre’s latest content speaks on the many possibilities brought about by the advent of the new year.

The theme ties into the Year of the Dragon, which kicked off at the advent of 2024. Set in two locations, a cafe and at the center of Mr. Yee’s imagination, a short film from the luxury label odes to the precision needed to get the most out of one’s time, connecting the concept with music.

*Jaeger-LeCoultre presents “The Best is Yet to Come, Right on Time”*

Mr. Yee, the youngest member of Chinese boy band TFBoys at 23 years old, is famous due to his musical endeavors, having amassed an audience of more than 12.1 million followers on Chinese social media site Weibo over the years.

In the video, Jaeger-LeCoultre’s representative can be seen painting on canvas and playing the guitar, activities that require

measured timing.

“The target demo for this campaign appears to be a broad stroke as it is rooted in emotion,” said Mr. Pacheco.

“The campaign throws a lot out there with the seasons, artistry, work, and time, but ties it all back to something that everyone is familiar with home,” he said. “While it is not overt, the campaign compares all of that to the complications of this timepiece and watchmaking.”



*The Master Ultra Thin Tourbillon Moon timepiece is encased in 18-karat pink gold. Image credit: Jaeger-LeCoultre*

Throughout the digital ad, Mr. Yee wears the Master Ultra Thin “Tourbillon Moon,” in addition to other limited-edition versions of the piece.

In the overarching campaign, four products from the line are featured. The “Moon” and “Perpetual Calendar” are also highlighted, retailing for \$23,000 and \$40,700, respectively.

The moon has been a central figure in multiple releases from Jaeger-LeCoultre, most recently being the centerpiece of “The Enigmatic Dance of Time” initiative, based on the signature Rendez-Vous collection ([see story](#)).

### Year of possibilities

As the Year of the Dragon kicks off in China, the watchmaker has launched “The Best is Yet to Come, Right on Time,” which caters to audiences in the region.

Other maisons have also harped on the yearlong event. For example, LVMH-owned Cognac brand Hennessy recently engaged with the observance by releasing a collection of limited-edition VSOP, XO and Paradis bottles created by Chinese contemporary artist Yang Yongliang ([see story](#)).

**#Master:** Introducing The Best is Yet to Come, Right on Time’ starring Global Ambassador Jackson Yee with the emblematic Master Ultra Thin Tourbillon Moon. Watch more: <https://t.co/aLNzHKoWIS>. [#JaegerLeCoultre pic.twitter.com/DEI3PZxQAe](https://pic.twitter.com/DEI3PZxQAe)

Jaeger-LeCoultre (@jaegerlecoultre) [January 10, 2024](#)

The importance of APAC consumers to luxury labels has significantly risen in recent quarters, as consumers in the East keep luxury’s bottom lines afloat. However, clients across APAC are also facing challenging economic conditions.

The signs are starting to show: diamond demand in the area has decreased ([see story](#)), and women are losing interest in purchasing personal luxury goods in China ([see story](#)), opting instead to make experiential moves.