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WATCHES AND JEWELRY

Jaeger-LeCoultre completes restoration project in Switzerland

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Formerly a destination for local farmers, the renovated space now includes a mezzanine lounge alongside ample spaces for dining and entertaining. Image courtesy of Jaeger-LeCoultre

By KIRAN GILL FOR LUXURY DAILY NEWS SERVICE

Swiss watchmaker Jaeger-LeCoultre is preserving a historic property atop Mont Tendre and just minutes from its manufacturing facility.

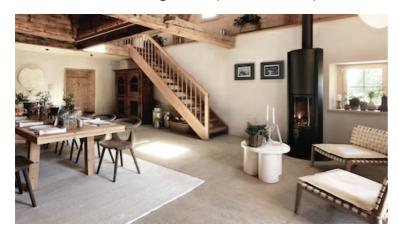
The horology leader unveiled Le Chalet, a renovated 19th-century farmstead located in Switzerland's Valle de Joux that will host the watchmaker's guests during prospective activations and branded events. The project was completed in collaboration with the Swiss municipality of Le Chenit.

Escape to the mountains

The chalet was once a refuge for local herders whose cows would graze on the foliage and grass. With its historic past in mind, the renovation maintains the space's original character while accommodating modern conveniences.

The site used to include a barn, a stable and an area for the production of cheese. Now, the open-plan barn is anchored by the thuy, a traditional chimney for cheese-making and includes spaces for dining and entertaining.

A mezzanine lounge adds a welcoming touch and the former milk room has been converted into a working kitchen that will feature menus based on regional recipes and seasonal produce.



The renovation maintained traditional features such as the exterior's wooden shingles and the traditional chimney for cheese manufacturing. Image courtesy of Jaeger-LeCoultre

The farmstead's exteriors are covered in tavaillons, wooden shingles that have been used in the Swiss Jura since the 15th century to protect against harsh weather. The tavaillons were crafted and installed by local artisans using traditional methods, with wood sourced from nearby forests.

Though the retreat is a short drive from the Manufacture in Le Sentier, it maintains a meditative, remote atmosphere ideal for rest and relaxation and will act as an inviting space for guests of the brand to experience the Jaeger-LeCoultre world.

In April, the watchmaker announced its 1931 Polo Club Traveling Collection exhibition would travel the world with stops in New York City and Los Angeles (see story).

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