

WATCHES AND JEWELRY

# Jaeger-LeCoultre digs deeper with 'The Hour Before' doc series

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*The company is granting a look behind the curtain of notable, internationally recognizable celebrities. Image credit: Jaeger-LeCoultre*

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By ZACH JAMES

Swiss watchmaker Jaeger-LeCoultre is embarking on a new, episodic marketing initiative.

Titled "The Hour Before," the campaign aims to capture renowned multi-disciplinary talents and their chosen timepieces through a raw, unfiltered lens. Each release will focus on a different house ambassador or friend of the brand, with each star ruminating on their journey to success and their connections to high-end craft.

## A closer look

English actor and global brand ambassador Nicholas Hoult is the focus of the debut episode.

The release takes on a new format, spanning multiple social media posts rather than a central film or image. Each log, referred to as a "micro-reportage," serves as a conversation between the spotlighted talent and themselves, as they dwell on important moments in their careers, dedication to their respective crafts and creative tests, among other introspective topics.

[View this post on Instagram](#)

A post shared by Jaeger-LeCoultre (@jaegerlecoultre)

Mr. Hoult's entry sees the acclaimed actor, best known for his roles in films such as *Superman*, *Nosferatu* and *The Menu*, reflect on his creative approach to acting, with a specific focus placed on creating unexpected performances unlike those audiences have seen from those portraying similar roles.

"For me, *The Hour Before* is about stillness and being present,"

"It's about calming my brain and myself, so, hopefully, I'm overcome by an intense focus and don't feel overwhelmed by the moment," he said. "It's a quietness where I know I've done the work and the preparation so that I can be still and present in the moment."



*Perspective is at the core of The Hour Before, with these intimate looks at various talents aimed at deepening ties between the brand's signatures and representatives. Image credit: Jaeger-LeCoultre*

The actor's episode is accompanied by various stills, with some showcasing him in a modern, warmly-lit lounge area, while others resemble classical luxury campaign photography captured in front of a taupe backdrop. Each displays his range of Reverso Tribute watch models.

In the coming weeks and months, the horology label will release more entries in the documentary-style series, with talents from the sports, film and music industries, among other creative fields, set to appear.

### **Making moves**

Jaeger-LeCoultre is far from the only luxury timepiece brand leaning on the bankable nature of celebrity through recent marketing placements.

Last week, to celebrate the roll-out of the fourth-generation Seamaster Planet Ocean collection, fellow Swiss watchmaker announced the appointment of American actor Glen Powell as its latest brand ambassador, alongside a new philanthropic effort ([see story](#)).



*Mr. Hoult has represented Jaeger-LeCoultre for several years. Image credit: Jaeger-LeCoultre*

The impending holiday rush has given other industry operators the go-ahead to enlist well-known faces for their festive marketing pushes.

In recent days, American jewelers Tiffany & Co. ([see story](#)) and David Yurman ([see story](#)) have released their holiday 2025 campaigns, starring actresses Anya Taylor-Joy and Eiza Gonzalez, respectively.

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