

INTERNET

Jaeger-LeCoultre attracts traveling businessmen with \$43K watch

January 6, 2014



By JEN KING

Swiss watchmaker Jaeger-LeCoultre is targeting affluent businessmen who often travel abroad with a social video that displays functionality and fine craftsmanship.

[Sign up now](#)

[Luxury Daily](#)

The minute-long video features Jaeger-LeCoultre Duomètre Unique Travel Time set against a backdrop of the Park Hyatt Paris-Vendôme hotel. Showing the watch in a realistic setting supports the watch's functions by underscoring the notion that this timepiece is ideal for travelers.

"True luxury is about exceptional attention to detail and craftsmanship," said Tiffany Dowd, founder and president of [Luxe Social Media](#), Boston.

"This customized Jaeger-LeCoultre will appeal to the luxury traveler because of its style, functionality and sophisticated design," she said.

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

[Jaeger-LeCoultre](#) was unable to respond by press deadline.

Time traveler

The watchmaker promoted its short video on its Facebook page accompanied by a short description that reads “traveling around the world with the ultimate sophistication and craftsmanship” along with a prompt to discover the Duomètre Unique Travel Time watch. Jaeger-LeCoultre’s post also features a branded hashtag, #JLCinParkHyatt, to show the relationship between hotelier and watchmaker.

 **Jaeger-LeCoultre** shared a link.
23 hours ago

Traveling around the world with ultimate sophistication and craftsmanship: discover the Duomètre Unique Travel Time watch at Park Hyatt Paris-Vendôme #JLCinParkHyatt

[See Translation](#)



Jaeger-LeCoultre's Facebook post

Jaeger-LeCoultre's video begins with the Parisian skyline in the early morning hours. A voiceover notes the setting of the short film by saying “traveling from New York to Paris” before mentioning the difference in time zones between the two cities.

A man with a suitcase is seen walking through a hallway accompanied by a member of the Park Hyatt Paris-Vendôme hotel staff. The man is then seen sitting at a table writing in a notebook. As the camera rotates, the viewer sees that the traveler is sketching a wristwatch.

The narrator reveals that the watch being drawn is the Duomètre Unique Travel Time, while the film switches from frames of the wristwatch to the traveler in his hotel room. In one scene, the traveler picks up the Duomètre Unique Travel Time from the desk.

Next the narrator shows the watch’s time zone globe at 6 o’clock, while stating that this is “the watch of travelers.” In the following scene, the facade of the Park Hyatt Paris-Vendôme is shown as the traveler exits onto the street.

Embedded Video: [//www.youtube.com/embed/nUX18ioZnOo](https://www.youtube.com/embed/nUX18ioZnOo)

Duomètre Unique Travel Time at Park Hyatt Paris-Vendôme

The narration continues to explain the watch’s second time zone functions, accurate down to the minute before reverting to the traveler leaving the hotel. Jaeger-LeCoultre’s video concludes with a full view of the Duomètre Unique Travel Time watch.



Duomètre Unique Travel Time

Jaeger-LeCoultre's Duomètre Unique Travel Time features a precise map of the world with grainy dial detail. The caseback of the watch is engraved with 24 cities and their corresponding time zones.

The watch's case is made of white gold with a strap of alligator leather. Jaeger-LeCoultre's timepiece retails for \$43,883.72.

Time and place

Hotels are an ideal location for a watch boutique due to the steady stream of travelers who are more likely to make high-priced impulse purchases than local residents.

For example, Swiss timepiece manufacturer Bovet 1822 added its fourth boutique worldwide Dec. 12 with a ribbon-cutting ceremony at The Ritz-Carlton Central Park, New York.

The new boutique is located at 50 Central Park South and will feature 50 timepieces that are exclusive to this location. The three other Bovet boutiques are located in Moscow, Berlin and Baku in Azerbaijan, indicating that the latest addition will open the brand up to a much wider audience of consumers ([see story](#)).

Similarly, Swiss watchmaker Richard Mille targeted affluent travelers with the debut of its

second United States boutique in Las Vegas' luxury shopping outpost, the Shops at Crystals.

The Richard Mille Las Vegas boutique officially opened Sept. 23 and joins the Beverly Hills, CA, location as the timepiece brand's second bricks-and-mortar location in the U.S. outside of authorized retailers. Having a small retail presence enhances allure by making the brand seem more exclusive ([see story](#)).

By including various aspects of an affluent lifestyle, Jaeger-LeCoultre is able to show its watches as part of an overall image.

"Cross-promotion between a luxury hotel with a luxury watchmaker such as Jaeger-LeCoultre can be successful because it will appeal to the like-minded business traveler who believes luxury style should transition easily between fashion and international travel," Ms. Dowd said.

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/R9SHsI03hUs](https://www.youtube.com/embed/R9SHsI03hUs)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.