



INTRODUCING

‘THE DREAM SHAPER’

AN IMMERSIVE EXHIBITION
CELEBRATING THE WORLD OF FEMININE TIMEPIECES

KEY FACTS:

- **A watchmaking exhibition:** honoring two centuries of evolving femininity, reflected in timepieces shaped by women’s shifting needs and desires
- **3 product launches:** more than 70 archival and exceptional timepieces, alongside limited-edition models making their global debut
- **A Discovery Workshop alongside watchmaking demonstrations:** live demonstrations of signature métiers and a new Discovery Workshop presented by the Atelier d’Antoine
- **An exclusive Art collaboration:** showcasing the latest collaboration under the Made of Makers™ programme

In the heart of Shanghai this September, Jaeger-LeCoultre invites the public to discover the myriad ways in which La Grande Maison’s designers, watchmakers, and Métiers Rares™ artisans have expressed the dream of shaping time. Taking place at Zhangyuan W7, Lane 258, Maoming North Road, Shanghai, ‘The Dream Shaper’ will run from 10 September until 26 September 2025 and will be open to the public with complimentary admission.

Visitors will explore the story of ‘The Dream Shaper’ through four major themes: The Age of Tradition – Ornamented Watches, The Age of Freedom – Miniaturised Watches, The Age of Emancipation – Shaped Watches, The Age of Leadership – Complication Watches.

The experience will be enriched by:

- Live demonstrations of key stages in watchmaking production;
- The global launch of new limited-edition timepieces, showcased alongside the latest Rendez-Vous collection;
- An original artwork commissioned under the Made of Makers™ programme;
- A dedicated room for The Collectibles, fine examples of the most emblematic models of the mid-20th century offered for sale;
- A brand-new Discovery Workshop, offering guests a hands-on initiation into the world of watchmaking at the Atelier d’Antoine;
- Short films, including the *In the Making* series, offering viewers a behind the scenes inside Jaeger-LeCoultre’s integrated Manufacture.



A JOURNEY THROUGH THE EVOLUTION OF FEMININE WATCHMAKING

The story of feminine watchmaking is inseparable from the story of women themselves. From the earliest wristwatches – created for women before men – to today's most sophisticated complications, timepieces mirror society's changing views of femininity. Women have been more than wearers: they have been muses, icons, and pioneers whose desires and lifestyles redefined what a watch could be. This exhibition traces that parallel journey – from tradition to freedom, emancipation to leadership.

Immersing visitors in the creative and cultural universe of Jaeger-LeCoultre, 'The Dream Shaper' exhibition explores the theme of femininity in four chapters:

The Age of Tradition – Ornamented Watches explores how, from the 19th to the early 20th century, women – limited in public and professional spheres – found expression through appearance and adornment, including watchmaking.

At Jaeger-LeCoultre, miniaturised pocket watches reimagined as pendants, brooches, and bracelets, became not only instruments of precision but also true jewels – symbols of refinement and status that discreetly affirmed a woman's place in society.

The Age of Freedom – Miniaturised Watches illustrates how, from World War I, women gained independence, a shift reflected in fashion and mirrored in watchmaking as technical advances enabled smaller movements to be housed in slender bracelets.

In 1929, Jaeger-LeCoultre gave women the ability to wear time discreetly and elegantly with the Calibre 101, the world's smallest mechanical movement, still unbeaten today. Emblematic creations include the 101 Reine and rare jewellery watches.

The Age of Emancipation – Shaped Watches focuses on the mid-20th century, when the winning of fundamental women's rights reshaped society, with heroines embodying a new ideal of independence, ambition, and self-assurance.

Horology reflected this confidence, and Jaeger-LeCoultre transformed watches from miniaturised jewels into bold, sculptural statements, reinterpreting the Reverso in feminine designs and turning timepieces into symbols of identity and emancipation.

The Age of Leadership – Complication Watches traces Jaeger-LeCoultre's mastery of complications for women and echoes women's growing independence from the 1970s onward – running companies, leading nations, and shaping culture – with historic role models coming into the light of this era of leadership.

In watchmaking, this transformation found expression in high complications: once reserved for men, these innovations entered the world of feminine horology, such as Jaeger-LeCoultre's 1991 Carnet de Rendez-Vous, and today's Rendez-Vous Shooting Star which embody this form of empowerment and reflect women's role at the very heart of time.

Alongside over 70 archival masterpieces, visitors will discover newly unveiled limited-edition timepieces making their global debut.



At the end of the experience, and to extend the immersive sensory journey of ‘The Dream Shaper’, visitors are invited to enjoy a refreshment at The Crystal Bar.

A CELEBRATION OF CRAFTSMANSHIP

Visitors can immerse themselves in the craft and art of watchmaking, with a focus on techniques central to the exhibition’s feminine theme.

A new Discovery Workshop: For those wishing to deepen their understanding of watchmaking, ‘The Dream Shaper’ exhibition is complemented by a Discovery Workshop presented by the Atelier d’Antoine. This new workshop is dedicated to the evolving relationship between women and watchmaking. From the first women’s pocket watch to the iconic Calibre 101, Jaeger-LeCoultre has continually responded to women’s aspirations through elegance, miniaturisation, and invention.

Live demonstrations: Visitors will be offered a rare opportunity to witness the artistry of Jaeger-LeCoultre’s signature métiers. From the precision of gem-setting and the delicacy of miniature enamel painting to the intricate assembly of watch movements, these demonstrations bring to life the exceptional savoir-faire preserved within the Manufacture. Participants are also invited to take part in creative, hands-on sessions exploring these techniques, guided by Jaeger-LeCoultre experts.

A projection room: The exhibition features a dedicated projection room that offers viewers a behind the scenes inside Jaeger-LeCoultre’s integrated Manufacture, including the In the Making series.

A HYPNOTIC ARTISTIC COLLABORATION UNDER THE MADE OF MAKERS™ PROGRAMME

Through a series of collaborations with artists, designers and craftsmen from disciplines outside watchmaking, Made of Makers™ explores and extends the dialogue that naturally exists between horology and art. The programme has, to date, embraced the fields of visual arts, gastronomy, perfumery and music. As part of the exhibition, the latest artistic collaboration initiated by Jaeger-LeCoultre will be showcased: an original artwork made of several installations created by a rising talent in animation filmmaking.

OPENING HOURS AND ADMISSION

‘The Dream Shaper’ will take place from 10 September until 26 September 2025, at Zhangyuan W7, Lane 258, Maoming North Road, Shanghai and will be open to the public with complimentary admission, from 11.00AM until 08.00PM every day. Visitors may register online in advance or upon arrival.

ABOUT ‘THE DREAM SHAPER’

Over the decades, shifts in culture, fashion, and the evolving definition of femininity have profoundly influenced the design, purpose, and spirit of watchmaking. Women have not only mirrored these changes – they have helped shape them, guiding the art of timekeeping toward new realms of elegance, innovation, and meaning. Combining mechanical inventiveness and artistic creativity, Jaeger-LeCoultre began to develop feminine watches in the early years after the



Manufacture was founded in 1833. The Dream Shaper honors two centuries of evolving femininity, reflected in timepieces shaped by women's shifting needs and desires. As the first gender to have begun wearing watches on the wrist, women continue to inspire evolutions and revolutions that will shape the dreams of watchmaking forever.

ABOUT MADE OF MAKERS™

The Made of Makers™ programme brings together a community of artists, designers and craftsmen from a variety of disciplines outside watchmaking. Expanding the dialogue that exists between horology and art, the programme is founded on the core principles that have always defined La Grande Maison: creativity, expertise and precision. It focuses on world-class creators who share the Maison's values and whose work explores new forms of expression through different and often unexpected materials and media. Each year, new works commissioned through the programme animate the exhibitions that Jaeger-LeCoultre stages around the world, amplifying the chosen theme and creating new opportunities for audiences to engage and to become part of the wider conversation about art, craft and design.

ABOUT JAEGER-LECOULTRE – THE WATCHMAKER OF WATCHMAKERS™

Since 1833, driven by an unquenchable thirst for innovation and creativity, and inspired by the peaceful natural surroundings of its home in the Vallée de Joux, Jaeger-LeCoultre has been distinguished by its mastery of complications and the precision of its mechanisms. Known as the Watchmaker of Watchmakers™, the Manufacture has expressed its relentlessly inventive spirit through the creation of more than 1,400 different calibres and the award of more than 430 patents. Harnessing over 190 years of accumulated expertise, La Grande Maison's watchmakers design, produce, finish and ornament the most advanced and precise mechanisms, blending passion with centuries-old savoir-faire, linking the past to the future, timeless but always up with the times. With 180 skills brought together under one roof, the Manufacture creates fine timepieces that combine technical ingenuity with aesthetic beauty and a distinctively understated sophistication.

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