



INTRODUCING

A NEW BOUTIQUE OPENING IN ICON SIAM

BRINGING THE SPIRIT OF THE VALLÉE DE JOUX
TO BANGKOK

KEY FACTS:

- **An immersive environment:** taking visitors on an imaginary journey to the Manufacture in Le Sentier
- **Showcasing horological excellence:** a complete display of watchmaking techniques and timepieces proposed by Jaeger-LeCoultre
- **An interactive experience:** a Watchmaker of Watchmakers™ wall that reinforces key pillars of the Maison's heritage and savoir-faire

Jaeger-LeCoultre is pleased to announce the opening of its new boutique located within the renowned Klongsan district, Bangkok's premier luxury shopping destination. This strategic move reinforces the Maison's position in Asia. Overlooking the Chao Phraya River, ICONSIAM offers an exceptional environment, blending culture, craftsmanship, and world-class retail – an ideal setting to discover the world of Jaeger-LeCoultre.

DESIGN INSPIRATION FROM THE VALLÉE DE JOUX

Behind its sleek glass exterior, the new boutique in Bangkok evokes the spirit of innovation and watchmaking expertise rooted in the Vallée de Joux in Switzerland – home to the Manufacture Jaeger-LeCoultre. Offering a warm and inviting atmosphere, the boutique welcomes guests into an environment that connects them with the Manufacture. Through a harmonious blend of organic materials and natural colours, the decor seamlessly merges tradition with modernity, evoking the serenity and beauty of Jaeger-LeCoultre's home in Le Sentier.

AN EXCEPTIONAL SHOWCASE OF TIMELESS TIMEPIECES

Visitors are invited to delve into the intricacies of watchmaking with a captivating presentation showcasing exclusive collections and timepieces including the timeless icon Reverso, the adventurous spirit of Polaris or the refined sophistication of Rendez-Vous. The Master Ultra-Thin and Master Control series highlight Jaeger-LeCoultre's expertise in creating elegant, ultra-precise calibres, while the Duometre showcase the Manufacture's ground-breaking innovations in high complications. Additionally, clients can discover Jaeger-LeCoultre's perpetual clock, the Atmos, a masterpiece of horological engineering, that stands as a



symbol of the Maison's technical ingenuity and design. This exceptional array of timepieces embodies the spirit of Jaeger-LeCoultre, where artistry and technical mastery converge.

A TRIBUTE TO CRAFTSMANSHIP AND INNOVATION

At the heart of the boutique, a new immersive Watchmaker of Watchmakers™ wall experience brings together key pillars that express Jaeger-LeCoultre's rich heritage, technical innovation and savoir-faire: an interactive screen, a Calibre Wall, a Patent Wall and a Manufacture Wall. Together, they offer visitors a deeper understanding of the Maison's enduring pursuit of precision and creativity since 1833.

The **interactive screen** offers a rich digital experience, inviting visitors to delve into the heart of the Manufacture. Through a series of engaging short films and curated content, it provides behind-the-scenes insights into the intricate craftsmanship, from design and production to finishing and ornamentation. Visitors can also explore the conception, technical ingenuity, and historical significance of the Maison's most emblematic movements, as well as discover the groundbreaking patents that have led to extraordinary complications, revealing the complexity hidden behind the dial of a Jaeger-LeCoultre watch.

The **Calibre Wall** proudly presents one of the Maison's most emblematic movements, reinforcing Jaeger-LeCoultre's esteemed position as the 'Watchmaker of Watchmakers™'. Featuring selections from the more than 1,400 calibres developed since the Manufacture's inception, the display currently emphasizes key functional fields of expertise that define the Maison's watchmaking legacy: Precision, Chiming, Functional Complications, and Thin & Small Calibres. This adaptable presentation is designed to evolve, allowing for future thematic explorations, presented alongside intricate movement components and detailed technical drawings.

Dedicated to the spirit of invention that has driven the Maison for nearly two centuries, the **Patent Wall** explores key innovations through four thematic universes – Design, Precision, Celestial and Sound. Bringing together a selection of historic patents, the display illustrates how Jaeger-LeCoultre has continuously pushed the boundaries of watchmaking while uniting technical performance with aesthetic refinement.

To one side of the main display area in the heart of the boutique, the **Manufacture Wall** celebrates the 180 skills brought together in Jaeger-LeCoultre's fully integrated Manufacture, presenting each of the five main steps of fine watchmaking: design, production, finishing, assembling and ornamentation.

THE POWER OF PERSONALISATION



A **Personalisation Wall** inspires clients to create a bespoke expression of their style by customising their timepieces. An interactive Strap Bar invites them to experiment with Jaeger-LeCoultre's complete strap collection for all models and discover their own perfect pairing of watch case with strap material, colour and stitching.

A REFINED AND PRIVATE JOURNEY FOR CLIENTS

Further into the boutique, visitors will find a **VIP room** especially designed to offer a refined and private experience to collectors and special clients where they can immerse themselves in Jaeger-LeCoultre's world.

The Jaeger-LeCoultre boutique will be open to the public from June 2026. This new boutique is located on M Floor, Unit no. M15/2, ICONSIAM Bangkok, Charoennakorn Road, Klong Ton Sai Subdistrict, Klongsan District, and welcomes visitors daily from 10:30 AM to 7:00 PM.

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, Jaeger-LeCoultre'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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