



## Jaeger-LeCoultre opens its first New York flagship, 701 Madison Avenue.

Paris, Geneva, Beijing, Shanghai, London, Moscow, Singapore and now New York...

In every international luxury capital, the Swiss Manufacture, based in the Vallée de Joux since 1833, makes its boutiques the favorite meeting place of Fine Watchmaking lovers. Following Beverly Hills, Boca Raton, Las Vegas, Costa Mesa, Palm Beach, Aventura and Miami Design District, **Jaeger-LeCoultre opens its first New York flagship, located at 701 Madison Avenue.**

An exceptional 700-square-foot area in the heart of Manhattan will now be devoted to the timepieces from the Manufacture, amid a revamped interior design pervaded by a sense of discreet luxury, serene intimacy and modern refinement entirely in tune with the prestige of Madison Avenue. A warm, luminous space where Jaeger-LeCoultre will convey at once its past, its present and its future...

Echoing the 1,249 calibres created by the Manufacture since 1833, an entire wall of watch movements will be on show at ground-floor level, symbolizing the diversity of expertise cultivated by Jaeger-LeCoultre, from the world's smallest mechanical movement, the Jaeger-LeCoultre Calibre 101, to the most complicated mechanisms housing over 1,400 parts.

A first area in the shape of a rotunda will serve to present the horological icons and latest collections of Jaeger-LeCoultre, such as the Reverso, the Rendez-Vous, the Master, the Geophysic, the Duomètre, and the Deep Sea lines, highlighting the creativity and inventive spirit of the Manufacture.

Grand Complications and High Jewellery pieces, epitomizing the various artistic crafts mastered by the Manufacture - gemsetting, enamelling, engraving, and mastery of horological complications - will also be showcased in this exceptional venue, as well as the Atmos clocks.

---

Infinitely more than just a boutique: this will be a true place of hospitality, of encounters and of discoveries thanks to its lounge intended for collectors, for brand devotees and for all connoisseurs who want to experience a true authentic horological experience, with refinement and quietness. “Jaeger-LeCoultre has experienced rapid growth in the United States over the last few years powered by a targeted retail expansion and a highly qualitative wholesale network. For a while now we have been looking for a space in New York to serve our clients whether locals or tourists. We have found at 701 Madison the perfect home for Jaeger-LeCoultre, one that allows us to showcase the mastery of our Manufacture, the diversity and depth of our watch collection and share our love and dedication to our craft with our clients and collectors.” Jaeger-LeCoultre President Philippe Bonay said.

Because this new Jaeger-LeCoultre flagship is also an invitation to enter the fascinating world of the Manufacture and discover the expertise and virtuosity of its watchmaking experts united under the same roof, the upper floor of the boutique will entirely be reserved for a Jaeger-LeCoultre watchmaker who will handle maintenance, repairs and other interventions and ultimately share his passion.

**Jaeger-LeCoultre invites you to New York City to discover its history, its icons, and its savoir-faire. We welcome you to inspire the stories that are waiting to be written. Yours.**

The Jaeger-LeCoultre New York boutique is open Monday through Saturday, 10 a.m. to 6 p.m.

Jaeger-LeCoultre boutique  
701 Madison Avenue (between 62nd and 63rd street)  
New York - NY, 10065  
Tel +1 (646) 828-4328  
Fax +1 (212) 207-8788  
Email: [boutique.newyork@jaeger-lecoultre.com](mailto:boutique.newyork@jaeger-lecoultre.com)

Website: [www.jaeger-lecoultre.com](http://www.jaeger-lecoultre.com)  
Concierge: +1-877-JLC-1833



## MANUFACTURE JAEGER-LECOULTRE

*Since its founding in 1833, the Manufacture has been an inventive protagonist in the field of Haute Horlogerie. The keyless watch, silent regulators for repeater watches, the Calibre Jaeger-LeCoultre 101 weighing barely one gram, the iconic Reverso, as well as unprecedented concepts such as the Dual-Wing®, all contribute to the wealth of the Jaeger-LeCoultre heritage. The 1,249 mechanical calibres developed and the 413 registered patents illustrate the creative passion that continually drives the men and women of the Grande Maison.*

*Heirs to the inventive spirit of the Manufacture's founder, Antoine LeCoultre, our artisans pool their expertise so as to delight and enthrall devotees of beautiful objects. The unique story of each of our watches begins in the Vallée de Joux workshops and comes to vibrant life on the wrist of the men and women who wear it and make it their own.*

[www.jaeger-lecoultre.com](http://www.jaeger-lecoultre.com)

