



JAEGER-LECOULTRE INTRODUCES NEW CASA FAGLIANO-DESIGNED SUMMER STRAPS FOR THE REVERSO

For Summer 2021, Jaeger-LeCoultre introduces a new way for Reverso owners to express their personal style. A new strap, created in partnership with Casa Fagliano, captures the relaxed mood of the season and lends an air of casual confidence to the timeless modernity of the Reverso.

Inspired by the distinctive canvas-and-leather boots made by Casa Fagliano for summer polo, the new straps marry canvas with soft calf leather in a choice of four seasonal shades: sandy beige, light tan, pale blue and mid-grey. Designed by Casa Fagliano exclusively for the Reverso, the straps are offered in two sizes, to fit all models from the Reverso Classic Medium, Reverso Classic Large and Reverso Tribute collections.

As well as the signature leather details that immediately distinguish the Fagliano design, the straps are lined with supple calf to ensure greater comfort on the wrist. They are fitted with Jaeger-LeCoultre's interchangeable system that enables owners to switch their straps with the greatest of ease, whenever they wish to change their mood or style.

When one of world's finest polo bootmakers joins forces with the Jaeger-LeCoultre Manufacture, the result is the very pinnacle of craftsmanship. A family business running since 1892, Casa Fagliano works a soft and supple leather known for its great strength, following techniques handed down by long tradition.

The Grande Maison and the renowned bootmakers have a great number of values in common. Their two realms share a respect for expert craftsmanship, meticulous detailing, a passion for the product, and the pursuit of perfection.

In 2011, this deep connection led Jaeger-LeCoultre to its first collaboration with Casa Fagliano. Since then, the Fagliano artisans crafted a series of straps for various Reverso limited edition watches.

The new summer straps extend this collaboration, further enhancing the character of the Reverso and offering owners new choices to fit the changing seasons. Along with the opportunity to personalise their Reverso caseback with a motif of their choice, owners will have yet another way to express their personal style.

The summer straps will be available from June 2021 at Jaeger-LeCoultre boutiques or online through the Strap Finder on jaeger-lecoultre.com.



TECHNICAL SPECIFICATIONS

Material: Canvas and calf leather

Size: Lug width 19/18 and 20/18

(to fit Reverso Classic Medium and Large, and Reverso Tribute models)

Changeability: Quick change system

ABOUT THE REVERSO

In 1931, Jaeger-LeCoultre launched a timepiece that was destined to become a classic of 20th-century design: the Reverso. Created to withstand the rigours of polo matches, its sleek, Art Deco lines and unique reversible case make it one of the most immediately recognisable watches of all time. Through nine decades the Reverso has continually reinvented itself without ever compromising its identity: it has housed more than 50 different calibres, while its blank metal flip side has become a canvas for creative expression, decorated with enamel, engravings or gemstones. Today, 90 years after the Reverso was born, it continues to epitomise the spirit of modernity that inspired its creation.

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