



ON THE EVE OF THE REVERSO'S 90th ANNIVERSARY, JAEGER-LECOULTRE UNVEILS A SPECIAL TRIBUTE EDITION IN BURGUNDY RED

As the Reverso approaches its 90th anniversary in 2021, Jaeger-LeCoultre reinterprets one of its most admired models. Issued in a limited edition, with a burgundy-red dial and pink gold case, the Reverso Tribute Duoface Fagliano pays tribute to a design of rare longevity.

Created in 1931, at the height of Art Deco period, the Reverso was developed to meet the demands of the newly fashionable 'sporting gentleman' – specifically, the polo player. A masterful integration of form and function, with its clean lines and flip-over case, it has become one of the world's most recognisable watches – an icon, in the true sense of the word.

Soon after its introduction, as the Reverso was adopted by tastemakers from all walks of life, new variations appeared. Even before the Reverso's first anniversary, coloured dials were introduced, creating a vivid contrast with the case metal and adding a note of exuberance to its streamlined symmetry. This new limited edition recalls that early use of colour, to further enrich the Reverso story.

Reverso Tribute Duoface Fagliano

Marrying the dual-time zone complication of the Duoface with the purified aesthetic of the Tribute collection, the new timepiece is complemented by an original strap, specially designed and hand-crafted by Casa Fagliano, the world-famous Argentinian maker of polo boots.

Originally developed in 1994, the Duoface offers two contrasting dials, each displaying a different time zone, thanks to the hand-wound Calibre 854A/2. To maintain the perfect integrity of the case design, the second time zone is adjusted by a small slider set into the top case-band and completely invisible except when the case is released from the carriage to be flipped over. A deeply etched sunray pattern on the inner surface of the carriage adds to the visual enjoyment of turning the watch over.

On the front dial, in keeping with the original Reverso design, the hours are marked by straight indexes, doubled at 12. Their faceted shape adds visual depth to the rich burgundy-red of the lacquered surface and echoes the form of the Dauphine hands. The circular track of the small seconds display at six o'clock provides a counterpoint to the linear geometry of the dial and case.



The design of the reverse dial plays on the tension between circles and straight lines, anchored by contrasting decorative finishes. The stippled texture of Clous de Paris guillochage contrasts with the gleaming opaline finish of the central time display and the smaller circle that displays the day-night indication.

Both dial treatments are balanced by the warm tones of the pink gold case which, in turn, is complemented by the two-tone strap. Inspired by the canvas-and-leather boots that it makes for summer polo, Casa Fagliano combined cordovan leather and canvas for the new strap – as always, cutting and stitching every piece by hand.

The Reverso Tribute Duoface Fagliano is a limited edition of 190 pieces, boutique exclusivity.

TECHNICAL SPECIFICATIONS

REVERSO TRIBUTE DUOFACE FAGLIANO

Dimensions: 47 x 28.3mm x 10.3mm

Calibre: Manually wound mechanical movement, Jaeger-LeCoultre Calibre 854A/2; 21,600 vibrations per hour

Functions: Front: Hours, minutes, small seconds. Reverse: Second time zone, 24-hour day/night indicator

Power reserve: 42-hour

Case: 18-carat pink gold

Dial: Front: Burgundy-red lacquer, applied golden hour markers, Dauphine hands. Reverse: Silvered grey and velvety Clous de Paris guillochage, applied golden hour markers, Dauphine hands

Strap: Two-tone cordovan leather and canvas, designed and hand-crafted by Casa Fagliano, pin buckle in 18-carat pink gold

Water resistance: 3 bar

Reference: Q398256J

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. As the Reverso celebrates its 90th anniversary in 2021, it continues to epitomise the spirit of modernity that inspired its creation.