



## **JAEGER-LECOULTRE INAUGURATES EXHIBITION IN PARIS**

### **"REVERSO: Timeless Stories Since 1931"**

Jaeger-LeCoultre inaugurated the "Reverso: Timeless Stories Since 1931" exhibition in Paris yesterday evening, in the presence of Catherine Rénier, CEO of the Manufacture, and guests from all over Europe.

"We invite you to join us on a journey – one that began in 1931. Born at the height of the Art Deco era, the Reverso watch has become a cult object over time, a symbol of style and elegance. May this be an unforgettable journey of discovery for you," said Catherine Rénier in an opening speech that immediately set the tone. It is an invitation to travel through a world of Art Deco style, Parisian chic and the French art of living.

A highlight of this exhibition is Café 1931, an elegant setting designed in homage to Art Deco, which offers a special menu of sweets and cakes created by the Parisian pastry chef Nina Métayer – who was also present at the inauguration.

Actor, film director, Nicolas Maury, actor Djibril Zonga, as well as artist Inès Méliá, were also among the well-known figures present, who enjoyed discovering the history of a watch of exceptional design and a destiny spanning nine decades.

Displayed over five floors, the "Reverso: Timeless stories Since 1931" exhibition explores the creative and cultural universe of one of the world's most recognisable and celebrated wristwatches. An immersive and sensory experience, it begins with an art installation specially commissioned by Jaeger-LeCoultre from the American artist Michael Murphy.

The exhibition continues with a retrospective featuring the history of the Reverso told through four themes, from its origins to the present day. Guests were able to admire an amazing selection of Reverso models that have left their mark on history and that continue to keep alive the legend of this piece that has become a benchmark in design.

The "Reverso: Timeless stories Since 1931" exhibition and the 1931 Café will be open Tuesday to Saturday from 21<sup>st</sup> October to 24<sup>th</sup> December 2021 at 15 rue du Faubourg Saint-Honoré in the 8<sup>th</sup> arrondissement of Paris.

Entry to the exhibition is free to the public.

Reservations are recommended and can be made on [www.exposition-reverso.com](http://www.exposition-reverso.com)

Audio guides are available for the exhibition.



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## **ABOUT THE REVERSO**

In 1931, Jaeger-LeCoultre launched the Reverso: a watch destined to become a classic of the 20th century. Designed to withstand the shocks of polo matches, the Reverso became one of the most emblematic timepieces of all time thanks to its reversible case and elegant Art Deco-inspired lines. For nine decades, it has continually reinvented itself without ever compromising its identity. During this time, it has housed more than 50 different calibres and its blank metal flip side has become an incredible canvas for creative expression, decorated with enamel, engravings or precious stones. Since 1931, the Reverso has continued to boldly embody the modern vision behind its creation.

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