



JAEGER-LECOULTRE WELCOMED FRIENDS OF THE MAISON AT THE “REVERSO: TIMELESS STORIES SINCE 1931” EXHIBITION IN PARIS

Friends of the Maison, actor Nicholas Hoult, artist Michael Murphy, actresses Fala Chen and Camille Razat enjoyed discovering the history of Reverso at “REVERSO: TIMELESS STORIES SINCE 1931” exhibition in Paris.

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. The exhibition continues with a retrospective featuring the history of the Reverso told through four themes, from its origins to the present day. A highlight of this exhibition is the 1931 Café, 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.

Among the guests, acclaimed British actor and long-term Friend of the Maison Nicholas Hoult learned more about the iconic Reverso timepiece while wearing the Reverso Tribute Small Seconds in green. Nicholas Hoult can most recently be seen in the critically-acclaimed, Golden Globe, Screen Actors Guild and Emmy nominated Hulu series, THE GREAT. The new season is set to premiere on Friday, 19th November for which he also serves as an Executive Producer.

American artist Michael Murphy sported the Reverso Tribute Nonantième, the timepiece chosen to be represented through Spacetime, an art installation created by him for Jaeger-LeCoultre

Actress Fala Chen and French actress Camille Razat discovered as well the history of a watch of exceptional design and a destiny spanning nine decades.

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

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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