



INTRODUCING

REVERSO TRIBUTE GEOGRAPHIC

TWO NEW TIMEPIECES THAT REINTERPRET A CLASSIC COMPLICATION

KEY FACTS:

- **New in-house Calibre 834:** offering a 42-hour power reserve and comprising 209 components
- **Watchmaking excellence:** integrating two notable complications – the World Time and the Grande Date, with a patented design of the date discs
- **Refined craftsmanship:** a map disc laser cut with 141 hollows hand-filled with lacquer

Jaeger-LeCoultre introduces the Reverso Tribute Geographic, powered by a newly developed in-house movement, Calibre 834. A fresh interpretation of the quintessential travel time complication, displaying the world time indication on the reverse dial, it is presented in a steel case or an 18k pink gold (750/1000) case, the latter in a limited edition of 150 pieces. The new timepiece underlines the role that the Reverso has played as a catalyst for innovation over nine decades, ever since its unique swivelling case was invented in 1931.

FROM SPORTS WATCH TO HIGH COMPLICATIONS – INNOVATION CONTINUES

Created in 1931, the Reverso was designed to meet the demands of the newly fashionable 'sporting gentleman'. A challenge was set by polo-playing military officers in India during the British Raj of 1858-1947 to create a watch that could withstand the rigours of the polo field. The Reverso was the answer – a masterful integration of form and function. Quickly adopted by tastemakers from all walks of life, the Reverso soon transcended its original sporting purpose as new variations appeared – for both men and women. However, its iconic double-sided case (historical patent CH159982) and distinctive Art Deco lines have remained constant, making the Reverso one of the world's most recognisable wristwatches.

The Reverso was born as a deft synthesis of style and function. Rooted in the Art Deco aesthetics, it also embodied a mechanical revolution allowed by La Grande Maison's expertise. From the very beginning of its production, Reverso's calibres were shaped to follow the curves of its rectangular case, an ingenious answer to maximise space used and therefore the precision of the calibre. In 1931, it was seen as a revolution in *Haute Horlogerie*: an unusual rectangular case, powered by shaped calibres, set in a dedicated casing ring to protect them from shocks, humidity and the passing of time.



This technical challenge, overtaken by the Manufacture, was fully embraced in the beginning of the 1990s, when Jaeger-LeCoultre introduced high complications in Reverso. Beginning in 1991, underlining its commitment to both technical and aesthetic innovation, the Manufacture developed six new Reverso calibres, each shape calibres, each reintroducing one of the great classic complications. The mechanisms driving these complications had to be completely reinvented to fit the Reverso's case and, in many interpretations, the displays re-thought to ensure balance, harmony and legibility on the rectangular dials. In 1994, the Maison pushed innovation further with the Duoface – the first Reverso to feature a second dial on the reverse side. More than just a stylistic contrast, its two faces opened new creative possibilities by introducing different functions on each face, transforming the Reverso into a true canvas for both artistic expression and horological ingenuity.

A WORLD OF TIME ON THE WRIST

Aside from the practical value of displaying the time in 24 major time zones simultaneously, a World Time watch exudes romance and escapism. The genesis of the complication lies in the decision made in 1884 to establish standardised global time, with the Greenwich Meridian in London as the reference, or prime meridian. Despite numerous early attempts at world-time complications, it was not until 1931 that Geneva watchmaker Louis Cottier invented the first successful 'Heure Universelle' mechanism. Most modern world-timer mechanisms are derived from his inventions. Having first mastered the complication in 1958 with the Memovox World Time, Jaeger-LeCoultre's watchmakers have introduced world timers in several models: Memovox, Geophysic, Polaris and Duometre. In 1998, Jaeger-LeCoultre introduced the Reverso Géographique, its first interpretation of the Reverso as a travel watch. This timepiece was one of the six complicated Reversos launched during the 1990s in limited editions of 500 pieces. In 2025, La Grande Maison presents the complication in the Reverso Tribute line for the first time. The World Time complication of Calibre 834 is both easy to read and simple to set. A hidden pusher at the top of the case, accessible when the case is removed from the cradle, allows for effortless adjustment. The tactile pusher makes a sharp and crisp slide to correct the indication with a 1-hour jump.

REFINED CRAFTSMANSHIP AND TIMELESS AESTHETICS ENHANCE AN EVOCATIVE COMPLICATION

Each dial of the Reverso Tribute Geographic is a masterpiece in its own right, offering a distinct and captivating identity. On the understated front dial, the sunray finish in rich blue (for the steel case) or chocolate (for the pink gold case) complements the signature iconography of the Reverso Tribute. The large date display is contained within a frame of polished metal that matches the case and amplifies its rectangular lines. The circular small seconds display provides a counterpoint to the linear geometry and echoes the circular world time display, revealed when turning the watch over.

On the reverse side, the world time display is set into the polished caseback. On the steel model, details in shades of blue contrast with the cool tones of the metal, while the warmth of the pink gold model is complemented by black and grey details. The construction of the display on three different levels creates a remarkable effect of visual depth. The city names are engraved directly onto the caseback; set within the



aperture, the rotating 24-hour ring indicates day and night; in the centre is the world map – marked with the longitudes that provide additional visual orientation in relation to the time zones.

Created in-house at the Jaeger-LeCoultre Manufacture, the map combines the crafts of lacquering and laser engraving. Beginning with a smooth disc of steel, the areas representing the oceans are hollowed out with a laser, leaving the land masses and meridian lines as raised areas. Then, lacquer is applied to fill in the oceans. Given the intricate shapes of the map and fine details of the meridian lines, the lacquer must be applied, by hand, in carefully controlled drops using a syringe. The finished disc is polished multiple times and, while a perfectly uniform finish is essential, the lacquer and metal reflect the light differently, creating a subtle three-dimensional effect.

The new Reverso Tribute Geographic is presented with two interchangeable straps designed by Casa Fagliano, the celebrated Argentinian maker of polo and riding boots. For the steel model, one strap combines leather and canvas – inspired by the canvas-and-leather boots that Casa Fagliano makes for summer polo – and one is entirely in calf leather; the pink gold model features one strap in golden-tan calfskin and another in black alligator.

A NEW INTEGRATED MOVEMENT ENTIRELY DESIGNED, PRODUCED AND ASSEMBLED IN-HOUSE

Developed specifically for the Reverso Tribute Geographic, Calibre 834 was designed, produced and assembled entirely in-house; as always at Jaeger-LeCoultre, it is a fully integrated calibre rather than an added module. Given La Grande Maison's philosophy of designing shaped movements that closely follow the contours of their case, the rectangular Reverso creates a particular challenge when designing complications that were traditionally conceived for round movements.

The integrated world time complication drives the classic style of 24-hour time zone display with a world map at its centre. However, there is a key difference in its operation: in most world timers, when setting the reference city to 12 o'clock, the city disc rotates while the 24-hour display remains static. Jaeger-LeCoultre has inverted this relationship, with a static display of city names and a rotating 24-hour ring, a design choice made to offer better legibility of the complication, and a one-of-a-kind display of the function. To ensure precise setting of the hour, the 24-hour ring jumps in hourly increments. The hours are set using a discreet pusher hidden between the lugs at the top of the case.

For the Grande Date display, Jaeger-LeCoultre's engineers developed and patented a new shape of the date discs in 2021 to accommodate it within the confined space of the rectangular Reverso case (patent CH715152). It comprises two small side-by-side discs (one for the units 1–9 and one for the 10s, 20s and 30s) rather than two "stacked" discs, as is normal. When the date passes single digits, a tiny hook on the units disc latches on to the other disc, turning it to create the double-digit reading (10th, 11th, 12th, etc.). This has the added benefit of displaying both digits on exactly the same plane, rather than one lower than the other, to create more visual harmony.



Testament to the 180 skills gathered under one roof in Jaeger-LeCoultre's fully integrated Manufacture, the Reverso Tribute Geographic celebrates the versatility and eternal modernity of the Reverso design, underlining La Grande Maison's constant quest to innovate in both the mechanical and aesthetic aspects of timekeeping.

THE NONANTIEME COLLECTOR'S BOX

Along with the launch of the limited edition Reverso Tribute Geographic, Jaeger-LeCoultre releases an exclusive collector's box commemorating the 90th anniversary of its iconic Reverso. This meticulously crafted case is designed to house six limited-edition Reverso timepieces, each representing a pinnacle of horological innovation and artistry.

Drawing inspiration from the collector's box created for the Reverso's 60th anniversary in 1991, this new edition offers a unique opportunity for discerning collectors to own a piece of horological history. Each of the six compartments within the box is dedicated to a distinct Reverso model, showcasing the timepiece's enduring legacy and the evolution of its celebrated complications. The box itself is a testament to Jaeger-LeCoultre's commitment to exceptional craftsmanship, combining luxury, functionality, and a timeless aesthetic.

TECHNICAL CHARACTERISTICS

REVERSO TRIBUTE GEOGRAPHIC – STEEL

Case: Steel

Dimensions: 49.4 x 29.9 mm x 11.14 mm thick

Calibre: Manually wound Jaeger-LeCoultre Calibre 834

Functions: Hours, minutes, small seconds, Grande date (Front); World time (Reverse)

Power Reserve: 42 hours

Front dial: Blue sunray

Back dial: Blue lacquer

Water resistance: 3 bar

Strap: Two interchangeable Casa Fagliano Design straps: blue canvas and calfskin; blue calf leather

Buckle: Interchangeable double-folding clasp

Reference: Q714845J

REVERSO TRIBUTE GEOGRAPHIC – PINK GOLD

Case: 18k pink gold (750/1000)

Dimensions: 49.4 x 29.9 mm x 11.14 mm thick

Calibre: Manually wound Jaeger-LeCoultre Calibre 834

Functions: Hours, minutes, small seconds, Grande date (Front); World time (Reverse)

Power Reserve: 42 hours

Front dial: Chocolate brown sunray

Back dial: Black lacquer



Water resistance: 3 bar

Strap: Two interchangeable straps: golden-tan calf leather; black alligator

Buckle: Interchangeable pin buckle

Reference: Q714256J

Limited edition of 150 pieces

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 distinctive 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 79 different calibres and has 39 patents, while its blank metal flip side has become a canvas for creative expression, decorated with enamel, engravings or gemstones. Today, more than 90 years after the Reverso was born, it continues to epitomise the spirit of modernity that inspired its creation.

ABOUT JAEGER-LECOULTRE – THE WATCHMAKER OF WATCHMAKERS™

Since 1833, driven by an unquenchable thirst for innovation and creativity, and inspired by the peaceful natural surroundings of its home in the Vallée de Joux, Jaeger-LeCoultre has been distinguished by its mastery of complications and the precision of its mechanisms. Known as the Watchmaker of Watchmakers™, the Manufacture has expressed its relentlessly inventive spirit through the creation of more than 1,400 different calibres and the award of more than 430 patents. Harnessing over 190 years of accumulated expertise, La Grande Maison's watchmakers design, produce, finish and ornament the most advanced and precise mechanisms, blending passion with centuries-old savoir-faire, linking the past to the future, timeless but always up with the times. With 180 skills brought together under one roof, the Manufacture creates fine timepieces that combine technical ingenuity with aesthetic beauty and a distinctively understated sophistication.

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