



The Atelier Reverso

New dials for men who want their dream watch

Jaeger-LeCoultre's Atelier Reverso makes the relationship between a man and his watch even more exclusive. By personalising the reverse of this iconic model and choosing one or several interchangeable straps, every man has a number of options for creating the watch of his dreams. In 2017 the Grande Maison introduces three new men's dials, so devotees of this reversible classic will love it all the more.

Spaces of absolute freedom

Each of us reveals a little of our character in our individual style. The Atelier Reverso is a playground for expressing yourself through a palette of dials – lacquered, for instance, or made of stone – that will adorn the reverse of this watch.

New colours for a new model

In 2016, five dials were designed to enhance the Reverso Classic Large Duo. In 2017, the Atelier Reverso gains three new dials. A new masculine colour makes an appearance: an electric blue of refined tones. What's more, two new stone dials are unveiled: a military-influenced dial in green marble, and a dial in tiger's eye – a gemstone that gleams with an especially pleasing amber warmth.

Altogether, an array of vibrant colours intended to embellish a new men's model in the Reverso Classic collection, the Reverso Classic Large Duo Small Second. This new timepiece, driven by a manually wound mechanical movement, is dedicated to tradition and watchmaking know-how. Its front face presents a guilloché and brushed dial with a small seconds indicator. A second time zone in an opaline finish is revealed on the reverse, where a day/night indicator is set into the Clous de Paris-patterned guilloché design at 6 o'clock.

An experience beyond compare

Since 2016 the Grande Maison has sought new ways of sharing its watchmaking culture, its thinking, its moments of joy and suspense. Jaeger-LeCoultre offers every lover of Fine Watchmaking the chance to join in the adventure of their Reverso by choosing the design of the dial on the reverse. When the watch is completed by the artisans at the Vallée de Joux Manufacture in the heart of the Swiss Jura, their hands turn an imagined ideal into reality. This experience, which can be deeply emotional, is possible with the Reverso Classic collection's Duo, Duo Small Second, and Duetto models.

The Atelier Reverso also allows you to choose your strap from a multitude of refined shades, in materials such as calfskin, alligator leather, ostrich leather, and satin. One simple hand movement releases the strap so it can be replaced with another, giving the watch a whole new appeal. Even the buckle is easily interchanged. Enjoy the pleasure of a change as often as you like!

For Jaeger-LeCoultre, watchmaking is a never-ending realm of new experiences. One such experience awaits you with the Atelier Reverso.

THE JAEGER-LECOULTRE MANUFACTURE

Since its creation, Jaeger-LeCoultre has been delighting and surprising devotees of beautiful objects. In keeping with the inventive spirit initiated in 1833 by its founder Antoine LeCoultre, the artisans of the Manufacture combine their talents and expertise to create collections which have been at the forefront of watchmaking both technically and artistically: Reverso, Master, Rendez-Vous, Duomètre, Geophysic and Atmos – this rich legacy built by the Grande Maison over centuries serves as a constant source of inspiration in its ongoing pursuit of excellence. In the wake of many legendary models, the 21st century has seen the emergence of the Hybris Mechanica™ and Hybris Artistica™ collections. These rare pieces are as surprising as they are sophisticated yet again bearing witness to the creative passion of the men and women who work in symbiosis under its roof – some of them descending from a long line of watchmakers.

For Jaeger-LeCoultre, 2017 is an opportunity to reveal watchmaking treasures of stunning beauty. After celebrating the Reverso's 85th anniversary in style in 2016, the time has come for the Manufacture to elevate the new Rendez-Vous line to the apex of ladies' watches.

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Reverso Classic Large Duo Small Second

TECHNICAL CHARACTERISTICS

MOVEMENT

- Manually wound mechanical movement, Jaeger-LeCoultre Calibre 854A
- 21,600 vibrations per hour
- 42-hour power reserve
- 160 parts
- 19 jewels
- 3.80 mm in height

FUNCTION

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

CASE

- Stainless steel
- 47 mm x 28.3 mm x 10.3 mm
- Water resistance: 3 atm

DIAL

- Front: silvered, guilloché, vertically brushed, Arabic numerals
- Reverse: black, satin-brushed and Clous de Paris, silvered baton hour-markers

HANDS

- Front: blued baton, hours, minutes, small seconds
- Reverse: silvered Dauphine, second time-zone, day/night indicator

STRAP

- Black alligator leather
- Folding clasp in stainless steel

REFERENCE

- Q384 84 20

