



Reverso – the Art Deco philosophy

Since its creation, the Reverso has been known for its graphic understated style and unparalleled geometric simplicity. In 2017, the reliability and precision of the Reverso's two automatic movements, Jaeger-LeCoultre Calibres 965 and 969 – with a rectangular shape which fits perfectly into the case – brought it into the spotlight once again. This year, focus is drawn to four automatic versions of the Reverso Classic, designed for those who love to wear timepieces that are comfortable and casual. Not only does this watch perfectly suit today's lifestyle, but it also embodies the Art Deco philosophy, which is more relevant now than ever.

A cult watch with timeless Art Deco style designed to fit any wrist

Having emerged just after the First World War, this new architectural and artistic trend prized simplicity in shapes and refinement in materials. The end of the war had brought a transformation from the formal and conventional "before" period to the time "after", which offered new *art de vivre*. Objects were being designed to suit people's lifestyles and behaviour and there was an increasing desire to simplify daily life and begin new habits, such as wearing an automatic watch.

In line with this Art Deco philosophy, Jaeger-LeCoultre Manufacture watchmakers incorporated an automatic mechanical movement into the Reverso, which fit perfectly inside its reversible rectangular case adorned with three signature gadroons.

Characterised by its timeless Art Deco design, the Reverso watch is an expression of minimalist aesthetics and geometric lines. While its dial has Arabic numerals and baton hands, an understated and elegant railtrack minute circle adorns its rim, perfectly respecting the "golden ratio" rule.

Ideal for everyday use, this beautiful and elegant timepiece is available in four styles for free and limitless wear: Reverso Classic Medium, Reverso Classic Large and Reverso Classic Large Duoface, available in pink gold or stainless steel.

The Reverso Classic offers a more assertive, more relaxed, and utterly contemporary style that brings a new sense of freedom to our daily lives. Today's women and men need, and want, to live every minute of their lives to the fullest. Now they can, with this iconic watch and its automatic mechanical movement that offers extreme reliability, like an extension of your own being.



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 people who work in symbiosis under its roof – some of them born of a long line of watchmakers.

For Jaeger-LeCoultre, 2017 is an opportunity to reveal watchmaking treasures of stunning beauty from four of its iconic collections: Rendez-Vous, Reverso, Geophysic et Hybris Artistica™ 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; to highlight how the spirit of the Reverso Classic is freer than ever, with its automatic movement perfectly embodying the Art Deco philosophy; to pursue the constant renewal of the Geophysic legend; and to showcase mysterious time by creating unique timepieces in very limited editions for the Hybris Artistica collection™.

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