



INTRODUCING

THE REVERSO STORIES

OPENING IN MIAMI

AN IMMERSIVE POP-UP

CELEBRATING NINE DECADES OF REVERSO

KEY FACTS:

- **Celebrating Reverso:** Kevin & Kate Love attended the opening night of *The Reverso Stories*
- **A one-of-a-kind curation of Reverso pieces:** culminating in the debut of five new Reverso 'Or Deco' pieces, alongside Reverso Hybris Artistica Pegasus Calibre 179 and the new Duometre Heliotourbillon Perpetual in platinum
- **Art meets fine watchmaking:** three Made of Makers™ collaborations are featured, including the Reverso Webcomic by Olivecoat, a 3D video sculpture by Yiyun Kang, and culinary creations by Chef Nina Métayer at the 1931 Café
- **Ahead of the Maison's new landmark:** prior to the opening of its new boutique in the Miami Design District in summer 2026, Jaeger-LeCoultre welcomes clients and visitors to a dedicated lounge at The Moore, in Miami

Miami, May 20, 2026 - Swiss watchmaking Maison Jaeger-LeCoultre celebrated the opening of *The Reverso Stories* Pop-up in Miami Design District. Celebrating more than 90 years of the Reverso – an icon at the crossroads of watchmaking, architecture, and art – the exhibition invites visitors to discover the world of the Maison's emblematic timepiece through a richly immersive Pop-up that is **open to the public from May 21 to 31, 2026.**

Hosted at Sweet Bird North (95 NE 40th St), this engaging experience marks a key moment for the Maison in the United States, ahead of the opening of its new boutique in the Miami Design District in Summer 2026.

CELEBRATING REVERSO

Last night, Jaeger-LeCoultre welcomed Kevin & Kate Love to celebrate the opening of *The Reverso Stories* and the Art Deco origins of one of the world's most recognizable watch designs. An exclusive and culturally driven moment celebrating horological craftsmanship through curated art, design and watchmaking in the heart of the Miami Design District.



THE LATEST CHAPTER OF AN ICON

From Art Deco to 'Or Deco': introducing three models each featuring 46 coloured gemstones and echoing classic **cocktail timepieces**: one in sapphire, one in emerald, and one in ruby; a new monochromatic version in 18K white gold (750/1000); and a **smaller**, unisex size for a more compact, versatile look. All novelties feature a Milanese bracelet and premiere in Miami, highlighting Reverso's effortless ability to shift between sporty and elegant, contemporary and retro, masculine and feminine – often all at once.

From polo to Pegasus: on the **Reverso Hybris Artistica Calibre 179 Pegasus**, the 18K pink gold (750/1000) case is hand-engraved over 180 hours with the figure of Pegasus, where relief engraving and cloud motifs reveal the depth of Métiers Rares™ craftsmanship. The front dial combines layered architecture with hand-filled blue lacquer clouds, balancing decorative artistry and technical precision. On the reverse, the skeletonised Duoface movement exposes the Gyrotourbillon, enhanced by blue lacquer accents and contrasting finishes.

Beyond Reverso, Jaeger-LeCoultre continues to push the boundaries of precision with the Duometre concept. In 2024, Jaeger-LeCoultre introduced the **Duometre Heliotourbillon Perpetual**, uniting the Duometre concept with a multi-axis tourbillon in Calibre 388. It is now reinterpreted in platinum, featuring a new case and matching bracelet with a grey dial. This timepiece will be produced in a limited numbered edition of only 20 pieces and showcased exclusively during this Pop-up.

A RETROSPECTIVE JOURNEY AND A CREATIVE DIALOGUE

Presented in **four chapters** – Story of an Icon, Story of Design, Story of Innovation, and Story of Craftsmanship – the experience traces the Reverso's evolution through emblematic models, from rarely seen archival timepieces to contemporary high jewellery creations, miniature-painted pieces and highlights from current collections, including the Reverso Hybris Mechanica Calibre 185 with its four dials.

Further enriching this journey, a **live demonstration** of the decorative art of perlage offers a rare glimpse into a watchmaking technique rarely seen by the public.

Expanding the dialogue into other creative fields, Jaeger-LeCoultre's **Made of Makers™ programme** – conceived to push the boundaries of classical arts through collaborations with artists, designers, and creators from diverse disciplines – brings together a series of artistic activations, each offering a unique interpretation of the Reverso:

- **Webcomic designer Olivecoat** presents a fresh perspective on one of the Maison's most iconic timepieces. In an archive-inspired webcomic that reinvents the ninth art, she retraces the story of Reverso through a contemporary lens, inviting visitors into an immersive narrative that highlights key moments in its history.



- **Digital media artist Dr. Yiyun Kang** presents *Origin*, a bespoke large-scale 3D video sculpture commissioned by the Maison. Drawing on the subtle harmony of the Golden Ratio and the inherent complexity of *Reverso*, the artwork offers a poetic and contemporary interpretation of the timepiece's design language.
- **Acclaimed 2024 World's Best Pastry Chef Nina Métayer** enhances the experience at the 1931 Café with a culinary tribute that translates the harmony of the Golden Ratio into pastry form. For Miami, she introduces an exclusive signature creation, *Splendeur Tropicale* – a gourmet smoothie blending sun-ripened tropical fruits and refined textures, evoking both the city's golden light and the harmonious proportions of the *Reverso*. This culinary experience is presented within a reimagined 1931 Café, offering guests a refined interlude where Swiss precision meets tropical light.

A NEW CHAPTER IN MIAMI, BEGINNING AT THE MOORE

Ahead of the boutique opening in Summer 2026 in one of the world's leading design capitals, Jaeger-LeCoultre welcomes clients and walk-in visitors to The Salon at The Moore Miami (2nd floor, 4040 NE 2nd Avenue), a dedicated lounge designed to extend the watchmaking discovery and showcase the most emblematic collections.

Thoughtfully designed to offer a private moment suspended in time, this space invites guests to engage in an intimate setting. Conceived for both exclusive appointments and special occasions, The Salon offers clients and collectors a deeper immersion into Jaeger-LeCoultre's universe.

LOCATION, OPENING HOURS AND ADMISSIONS

The Reverso Stories Pop-Up will be held from 21 to 31 May at Sweet Bird North in the Miami Design District. It will be open Monday to Saturday from 11am to 8pm, and Sunday from 12pm to 6pm, with complimentary access for the public and guided tours lasting approximately 30 minutes. Visitors may book online [Jaeger-LeCoultre – The Reverso Stories Pop-Up](#) or register upon arrival, subject to availability.

The Salon at The Moore Miami (4040 NE 2nd Avenue, 2nd floor) welcomes clients and walk-in visitors Monday to Saturday from 11am to 7pm, and Sunday from 12pm to 6pm. Visitors may also book an appointment online at [Jaeger-LeCoultre – The Moore Miami](#).



ABOUT MIAMI DESIGN DISTRICT

The Miami Design District is a one-of-a-kind neighborhood that combines luxury shopping, galleries, museums, design stores, restaurants, and major art and design installations all within an architecturally significant context. The Miami Design District is owned and operated by Miami Design District Associates, a partnership between Dacra, founded and owned by visionary entrepreneur Craig Robins, and L Catterton Real Estate, a global real estate development and investment fund, specializing in creating luxury shopping destinations. As Miami becomes increasingly known for its own rich culture, the growth of the Miami Design District further reflects how the city is deserving of its place on the global stage.

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ABOUT 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 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, 95 years after the Reverso was born, it continues to epitomise the spirit of modernity that inspired its creation.

ABOUT MADE OF MAKERS™

The Made of Makers™ programme brings together a community of artists, designers and craftsmen from a variety of disciplines outside watchmaking. Expanding the dialogue that exists between horology and art, the programme is founded on the core principles that have always defined Jaeger-LeCoultre: creativity, expertise and precision. It focuses on world-class creators who share the Maison's values and whose work explores new forms of expression through different and often unexpected materials and media. Each year, new works commissioned through the programme animate the exhibitions that Jaeger-LeCoultre stages around the world, amplifying the chosen theme and creating new opportunities for audiences to engage and to become part of the wider conversation about art, craft and design.

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, Jaeger-LeCoultre'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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