



## **REVERSO IN FEMININE STYLE: JAEGER-LECOULTRE INTRODUCES NEW REVERSO ONE**

Almost 90 years ago, Jaeger-LeCoultre launched a wristwatch that was destined to become a classic of 20th-century design: the Reverso. As an object that so deftly synthesised form and function, it has become one of the most immediately recognisable watches of all time, looking as fresh and modern today as when it first appeared.

For 2020, La Grande Maison introduces new aesthetic interpretations of its most admired models for women, the Reverso One. Distinguished, like all Reverso models, by the strength and purity of line derived from the original Art Deco design, and identified by the three straight-line gadroons that define both the upper and lower edges of the case, the new Reverso One introduces fresh colour and new refinement to the collection.

### **Reverso One Red-Wine**

With its elongated case – a design inspired by the very first Reverso Lady model of 1931 – and a row of grain-set diamonds defining the gadroons at the upper and lower edges of the case, Reverso One interprets femininity in classically refined style. Finely drawn lines define the four corners of the dial, where the light and airy Arabic numerals look almost as if they have been hand-sketched.

For 2020, this beautifully understated composition receives a jolt of bold colour, with a vivid new red-wine dial. The rich glow is achieved by applying multiple layers of lacquer over a subtle sunray guilloché pattern and is complemented by white numerals and the cool shine of the polished steel case. As a final flourish, the new red-wine colour of the shiny alligator strap ensures that it perfectly matches the dial.

The solid steel caseback of Reverso One is like a blank canvas, inviting the owner to have the watch personalised with any engraving she may wish – a special message, a significant date or even a bespoke design. The possibilities are as infinite as the skills of the designers and engravers at the Jaeger-LeCoultre Manufacture.

Celebrating the colour of love and positive energy, the new red-wine Reverso One brings a youthful and extroverted expression of femininity to the Reverso collection.



## TECHNICAL DESCRIPTION

### REVERSO ONE

Dimensions: 40 mm x 20 mm x 7.9 mm

Calibre: 657

Functions: Hours & Minutes

Dial: Red-wine guilloché lacquered dial

Case: Stainless Steel

Case back: Closed – Free space for engraving

Diamonds: 27 diamonds – 0,3 ct

Water-resistance: 3 bar

Reference: Q3288560

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### **Jaeger-LeCoultre: HOME OF FINE WATCHMAKING SINCE 1833**

Located in the calm, serene setting of the Vallée de Joux, our Home offers a unique sense of belonging. It is here, inspired by the exceptional landscapes of the Jura Mountains, guided by an unquenchable inner fire, that La Grande Maison gets its soul. With All crafts under one roof within the Manufacture, watchmakers, engineers, designers, artisans work together to give birth to fine watchmaking creations. Driven by a compelling energy and a spirit of collective invention that daily inspires the commitment of each and every member of our family, we cultivate our understated sophistication and technical creativity. This same spirit has powered the creation of more than 1200 calibres since 1833 and made Jaeger-LeCoultre the Watchmaker's Watchmaker.

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