



INTRODUCING

REVERSO CLASSIC MONOFACE 'ORIGIN'

CELEBRATING THE TIMELESSNESS AND VERSATILITY OF THE
REVERSO'S ART DECO DESIGN WITH A NEW FEMININE MODEL

KEY FACTS:

- **Historical and feminine proportions:** its 32.5 x 16.3 mm dimensions were conceived especially for women's wrists
- **Tribute to the original Reverso Dame:** first created in 1931
- **Canvas for personalisation:** offering over 1,880 options for engraving and lacquering

As it continuously expands the stylistic universe of the Reverso, Jaeger-LeCoultre presents a new feminine model that underlines the versatility and timelessness of the original Art Deco design: the Reverso Classic Monoface 'Origin'.

FROM SPORTING ORIGINS TO ART DECO DESIGN ICON

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.

INTRODUCING A NEW SIZE RECALLING THE FIRST REVERSO DAME FROM 1931

Inspired by the earliest women's Reverso timepieces of the 1930s, the Reverso Classic Monoface 'Origin' introduces a new case size to the current Reverso collection. Immediately after the Reverso was born, La Grande Maison began to create new models for women in a variety of forms, including wristwatches, handbag clips and pendants. The Reverso Classic Monoface 'Origin,' with its 32.5 x 16.3 mm case, shares the same dimensions as the Reverso Dame from 1931, making it an ideal choice for women who value elegantly discreet and classically proportioned designs.

The polished steel case is complemented by a dial that exudes timeless elegance. In the central rectangle of the dial, a guilloché sunray pattern appears to extend seamlessly into the markings on the *chemin de*



fer minutes track. On the outer part of the dial, the subtle texture of vertical brushing forms the backdrop to transferred Arabic numerals. The Reverso Classic Monoface 'Origin' is available with a flexible five-row steel bracelet or with a blue alligator bracelet.

As with the earliest Reverso models, the blank metal caseback of this Monoface model is an ideal canvas for personalisation, inviting owners to express their individuality or celebrate a treasured memory with engraving or lacquer.

TECHNICAL CHARACTERISTICS

REVERSO CLASSIC MONOFACE 'ORIGIN'

Case: Steel

Dimensions: 32.5 mm x 16.3 mm x 6.95 mm

Movement: Quartz

Functions: Hours, minutes

Dial: Guilloché and vertically brushed

Water resistance: 3 bar

Strap: Steel or blue alligator

Reference: Steel bracelet Q3878120 / alligator bracelet Q3878520

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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