



INTRODUCING

REVERSO TRIBUTE MONOFACE SMALL SECONDS

A MILANESE LINK BRACELET AND GRAINED DIAL
BRING FRESH ALLURE TO THE TIMELESS STYLE OF THE REVERSO

KEY FACTS:

- **Iconic swivelling case:** comprising 50 components, 7.56mm thick
- **Vintage elegance and an outstanding dial:** pairing an 18k pink gold Milanese bracelet and case with a mat golden-coloured grained dial, strikingly contrasted by the luminous shine of its applied indexes
- **Emblematic movement:** hand-wound Calibre 822, 108 components, 42-hour reserve, 2.93mm thick

Underlining the exceptional versatility of the Reverso's Art Deco design, Jaeger-LeCoultre presents a new interpretation of the Reverso Tribute Monoface Small Seconds. With a Milanese link bracelet, an 18k pink gold (750/1000) case and a grained dial that perfectly matches the precious metal's colour, the new model exudes vintage glamour and confident modernity – an eloquent expression of the Reverso's stylistic evolution that began with the unveiling of the first Reverso more than 90 years ago.

A STORY OF EVOLVING STYLE, FROM POLO FIELD TO 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.

Over the decades, many variations of the Reverso have been created, both stylistic and mechanical, without ever compromising its identity. The distinctive and timeless design accounts for much of the Reverso's enduring appeal – and for its recognition as an icon of Art Deco style. The new Reverso Tribute Monoface Small Seconds with Milanese link bracelet perfectly highlights the Reverso's unique adaptability to evolve over time – balancing



contrasting qualities: sporty or elegant, contemporary or retro; masculine or feminine, and often a blend of several attributes at once.

MILANESE LINK AND A GOLDEN-COLOURED DIAL LEND A SUBTLY VINTAGE AIR TO CONTEMPORARY STYLE

The Milanese link is a dense, flat metal weave made from two intertwined metal threads, creating a double layer of small interlocking links. Crafting the bracelet requires no less than 16 meters of pink gold threads, which, once assembled, form a fabric-like structure known as *pezza*. To ensure maximum flexibility, the process must be carried out without interruption. The final steps involve stamping the links to their precise dimensions and hand-soldering each side, link by link. Smooth, flexible, and free of pins, this construction ensures exceptional durability. The origins of Milanese link can be traced to 13th-century Milan (from which it takes its name), where it was used for a type of chain mail. Later, Renaissance goldsmiths created precious metal versions for jewellery but the technique remained unknown outside Italy for several centuries. In the 1920s, jewellers in Germany mastered the technique, sparking a worldwide fashion trend. As with all trends, its popularity waned for a time, until the 1970s, when Milanese link became fashionable for watch bracelets. Today, Milanese bracelets are enjoying another revival, thanks to their ability to look either sporty or elegant, according to the timepiece.

On the new pink gold Reverso Tribute Monoface Small Seconds, the link bracelet adds a dash of vintage chic to the pared-down Reverso Tribute dial aesthetic and all-pink golden colour palette of the watch. Its slim profile perfectly complements the sleek lines of the 7.56 mm-thick Reverso case and the lug attachment has been slightly modified so that the bracelet appears to be integrated. This new Reverso is adorned with a golden-coloured dial featuring a delicate textured finish obtained by several stamping operations. The finely grained dial provides a counterpoint to the polished shine of the case and bracelet links. The polished finish of the 18k pink gold (750/1000) integrated buckle complements the shiny surface of the links, enhancing the bracelet's cohesive elegance. When the case is turned over, the metal caseback enhances the jewellery look of the watch, whether left blank or personalised with an engraving or lacquered decoration. On the wrist, the bracelet feels smooth, soft and sinuous – a perfect fit thanks to the adjustable sliding clasp and beautifully balanced thanks to the weight of the pink gold.

The signature iconography of the Reverso Tribute dial recalls the purity of the 1931 original Reverso, with the hours marked by applied indexes rather than numerals. Their elongated shape and faceted profile add visual depth and echo the form of the Dauphine hands. The circular track of the small seconds display at six o'clock provides a counterpoint to the linear geometry of the dial and case.

The Reverso Tribute Monoface Small Seconds is powered by the hand-wound Calibre 822, which offers a power reserve of 42 hours. The movement, which is shaped to echo the lines of the rectangular case, was designed, produced and assembled entirely in-house.

The Reverso Tribute Monoface Small Seconds redefines elegance with its seamless blend of historical significance and contemporary sophistication, reaffirming its status as a timeless icon.



TECHNICAL CHARACTERISTICS

REVERSO TRIBUTE MONOFACE SMALL SECONDS

Case: Pink gold (18k, 750/1000)

Dimensions: 45.6 x 27.4 mm x 7.56 mm thick

Calibre: Manually wound Jaeger-LeCoultre Calibre 822

Functions: Hours, minutes, small seconds

Power Reserve: 42 hours

Front dial: Golden grained

Water resistance: 3 bar

Strap: Milanese link bracelet in 18k pink gold

Buckle: Integrated sliding clasp

Reference: Q713216J

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.