



JAEGER-LECOULTRE PRESENTS
THE 'REVERSO: TIMELESS STORIES SINCE 1931' EXHIBITION
IN THE VALLÉE DE JOUX, SWITZERLAND

This summer Jaeger-LeCoultre brings The Reverso Stories exhibition to the Vallée de Joux – the place where the Reverso was born and the home of La Grande Maison since 1833. An immersive exhibition travelling around the world, Reverso Stories explores the creative and cultural universe of this remarkable timepiece through four themes, leading visitors on a journey through more than 90 years of timeless modernity. The exhibition is open to the public from July 1st to September 3rd, at the Espace Horloger in Le Sentier, a few steps away from the Manufacture Jaeger-LeCoultre.

"We are delighted to welcome our Reverso exhibition to the heart of the Vallée de Joux, bringing back to life this unforgettable journey of watchmaking and Art Deco design. Over the years, the Reverso has become an iconic object, a symbol of style and elegance. I hope this passage through time will become an unforgettable experience for all who visit it." says Catherine Rénier, CEO of Jaeger-LeCoultre.

Created in 1931, the Reverso is a design of rare longevity – a legend born from the challenge to create a wristwatch that could withstand the rough and tumble of the polo field. Ingenious in conception and perfect in execution, the Reverso quickly transcended its original purpose and was adopted by tastemakers from all walks of life. Deftly synthesising form and function with its unique reversible case and pure Art Deco lines, it has become one of the world's most recognisable wristwatches.

Reverso Stories explores the creative and cultural universe of this exceptional design through four themes, leading visitors on a journey through 90 years of timeless modernity. These four 'Stories' are supplemented by an in-depth exploration of how La Grande Maison has epitomised the spirit of the Vallée de Joux for 190 years, fuelled by boundless creativity and a relentless pursuit of innovation married to deep respect for the traditional values of high watchmaking.

The Reverso: A Timeless Story in Four Chapters

The **Story of an Icon** retells the tale of the Reverso's origins through rarely seen archive materials and heritage documents from the Jaeger-LeCoultre collection, and a selection of milestone Reverso watches. A specially commissioned film transports the viewer inside the Manufacture Jaeger-LeCoultre, tracing the creation of a Reverso through the words of the artisans and watchmakers themselves.



The **Story of Style & Design** examines the Art Deco roots of the Reverso. Visitors will discover how, following the principles of Art Deco design, the distinctive rectangular form of the watch was dictated by the original concept – that the case should flip over. An artfully curated selection of timepieces traces the stylistic changes through which the Reverso has gained the status of a design icon.

The **Story of Innovation** explores how the Reverso embodies Jaeger-LeCoultre's eternally inventive quest for technical advancement. Beginning with the revolutionary idea of a case that could be flipped over, to the ingenious design by Rene-Alfred Chauvot, patented in 1931, the story traces the introduction of high-watchmaking complications, ground-breaking mechanical inventions and the use of new materials.

The **Story of Craftsmanship**, the exhibition's finale, celebrates the skills of Jaeger-LeCoultre's enamellers, gem-setters, engravers and guillochage masters, revealing how they have unleashed the full potential of the Reverso as a canvas for artistic expression and personalised messages. A special selection of timepieces spanning nine decades provides special insight into how the Reverso has itself been telling the stories of its owners –and will continue to do so for many years to come.

Enriching the Experience with Atelier d'Antoine

To deepen their experience of the exhibition, visitors are welcome to enrol in Atelier d'Antoine, the programme of educational workshops, hands-on watchmaking experience and Manufacture visits – an unparalleled opportunity to immerse themselves in the world of fine watchmaking. Presented by Jaeger-LeCoultre in the heart of its Manufacture, the Discovery Workshops, Masterclasses and guided visits will focus on the Reverso, presenting a unique opportunity to discover the inside story of a true icon of watchmaking. Participation in the Atelier d'Antoine is by reservation only.

'Reverso: Timeless Stories Since 1931' Exhibition

Espace Horloger, Grande-Rue 2, CH-1347 Le Sentier

Open to the public from July 1 to September 3, from 10am to 5pm Tuesday to Sunday (closed on Mondays). Free of charge.

More information on espacehorloger.ch

Atelier d'Antoine

Manufacture Jaeger-LeCoultre, Rue de la Golisse 8, CH-1347 Le Sentier

Online booking mandatory on online-booking.jaeger-lecoultre.com



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 unique 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, 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 1,300 different calibres and the award of more than 400 patents. Harnessing 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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