



INTRODUCING

REVERSO ONE 'PRECIOUS FLOWERS'

NEW INTERPRETATIONS OF THE ARUM MOTIF CREATED BY THE
MÉTIER RARES™ ATELIER

MADE IN THE MÉTIER RARES™ ATELIER OF THE MANUFACTURE
IN THE VALLÉE DE JOUX

KEY FACTS:

- **Refined *grand feu* champlevé enamelling:** 15 hours of work for Green Arums, 30 hours for Purple Arums
- **Meticulous snow- and grain-setting:** 45 hours of work to set 409 diamonds (2.59 carats) for the Green Arums, and 95 hours to set 637 diamonds (2.12 carats) for the Purple Arums
- **Limited edition:** 2 timepieces of 10 pieces each

In 2021, Jaeger-LeCoultre introduced the Reverso One 'Precious Flowers' series with models that united the codes of fine watchmaking, artistic crafts, and high jewellery to bring vivid colours along with an unparalleled level of sophistication to the Reverso One case. In 2025, two new models of exceptional beauty are being introduced: the Reverso One 'Precious Flowers' – Green Arums, and the Reverso One 'Precious Flowers' – Purple Arums. Exploring the beauty of flowers, both models are presented in pink gold (18k – 750/1000) cases and each will be produced in a limited edition of 10 pieces.

AN INSPIRED COLLECTION UNITING ARTISTIC CRAFTS WITH THE ICONIC REVERSO CASE

First introduced in 1931, the Reverso stood out as a quintessential example of Art Deco design. While initially created for the polo field, it quickly began to appear in feminine form, even before the first anniversary of its launch. A practical and elegant merging of aesthetic and function, its blank metal caseback was left free for the wearer to personalise – initially with an engraved message or lacquered motif. From those beginnings, the Maison has explored and developed the creative opportunities presented by the double-sided case (historical patent CH159982), unleashing the art of decoration.

The introduction of the Reverso One case, with its finer, more elongated proportions, provided an ideal canvas for adornment with rich colours and precious gems. The dial-side of the watch offers only a subtle hint of the resplendent decoration on the back: against a background of delicate mother-of-pearl, brackets define the four corners of the dial – creating a frame for the numerals, transferred in the signature Reverso One font. The



gadroons and lugs are highlighted by the sparkle of grain-set diamonds, and the winding crown is embellished with a reverse-set diamond.

Expressing the poetic and feminine theme of flowers, the Reverso One 'Precious Flowers' series has grown progressively to include white lilies, brightly coloured arums, tropical birds-of-paradise and hibiscus flowers. Each model is a unique work of art, brilliantly decorated with different techniques including enamelling, paillonnage, engraving, lacquering, and gem-setting, according to the model.

SHOWCASING THE CRAFTS OF CHAMPLEVÉ ENAMEL AND DIAMOND-SETTING

The 2025 Reverso One 'Precious Flowers' interpretations present an explosion of vivid enamel colours and brilliant-cut diamonds. Colourful bouquets of arums are created using the *grand feu* champlevé enamelling technique, a demanding five-step process that begins with the hollowing-out of the metal surface to leave only the outline of each flower or leaf. The shallow troughs are then filled with powdered glass enamel that must be fired at temperatures up to 800° Centigrade. Up to 10 coats of enamel and firings are necessary, one layer at a time, to achieve the desired tonal nuances, intensity and depth of colour. Requiring at least two years of rigorous training and experience to master this skill, an expert enameller knows almost instinctively the precise moment when the enamel must be removed from the kiln, to avoid flaws such as bubbles or cracks and – because pigments often change during the heating process – to acquire the desired colours.

For designs that incorporate diamonds, gem-setting can begin only after the enamel work is completed. This task is made more difficult because a gem-setter requires soft metal, whereas the pink gold has become hardened by the extreme heat of firing; it also requires an exceptional level of precision since the slightest mistake could compromise countless hours of enamelling work. To set the diamonds on the 'Precious Flowers' cases, both grain- and snow-setting techniques are used. Grain-setting frames the dial and highlights the geometry of the cases, while snow-setting transforms the metal areas between the flowers and leaves of the enamelled motif. Using diamonds of different sizes, in arrangements that are determined by the shape of the area to be set, the snow-setting technique creates an almost unbroken surface of light and sparkle that amplifies the fresh colours of the enamel.

To support the advancement of craft skills and sharing of ideas, Jaeger-LeCoultre has created a dedicated atelier within the Manufacture where all Métiers Rares™ (Rare Handcrafts) are performed: gem-setting, engraving and a wide range of different enamelling techniques. It is by working in such close proximity that the various specialised artisans in this atelier are able to have the necessary discussions and exchanges throughout the entire process of transforming unadorned metal surfaces into magnificent pieces of jewellery.

REVERSO ONE 'PRECIOUS FLOWERS' GREEN ARUMS

In a lengthy and carefully orchestrated process, three different artistic techniques have been brought together to create the Green Arums model. The Green *grand feu* champlevé enamelling process alone requires 15 hours of meticulous crafting. Surrounding the flowers and foliage, a total of 409 diamonds (2.59 carats) have been patiently and expertly set using the snow- and grain-setting techniques – a process requiring 45 hours.



Contrasting with the bright green tones of the enamel and adding depth to the motif, black lacquer is applied among the flowers and leaves. In a process demanding absolute precision, fragments of lacquered material are cut into the exact shape and size of the spaces to be filled and are then fixed into place.

REVERSO ONE 'PRECIOUS FLOWERS' PURPLE ARUMS

The Purple Arums interpretation offers a stunning cameo of purple, pink and green *grand feu* champlevé enamel, requiring a total of 30 hours to craft. The floral design wraps seamlessly around the case-sides, from the back to the bezel, covering curves and angles that add to the complexity of the artisans' work, with snow-set diamonds covering the entire motif. With painstaking precision, a total of 637 diamonds (2.12 carats) are snow- and grain-set, requiring an additional 95 hours of work to complete.

These highly specialised crafts transform the two new Reverso One 'Precious Flowers' timepieces into stunning celebrations of nature and femininity. Fixed by shiny alligator straps that complement the enamel colours, these timepieces also highlight La Grande Maison's technical watchmaking mastery, as they are run by the hand-wound Jaeger-LeCoultre Calibre 846, a movement shaped by the Maison especially for the Reverso.

Attesting to the Manufacture's horological savoir-faire, artistic craftsmanship and jewellery-making skills, these new Reverso One timepieces pay homage to the women who continue to inspire Jaeger-LeCoultre.

TECHNICAL CHARACTERISTICS

REVERSO ONE 'PRECIOUS FLOWERS' – GREEN ARUMS

Case: Pink gold 750/1000 (18k)

Watch dimensions: 40 x 20 mm x 9.09 mm

Calibre: Manually-wound Jaeger-LeCoultre Calibre 846

Power reserve: 50 hours

Functions: Hours and minutes

Dial: Mother-of-pearl

Caseback: Enamel, diamonds, lacquer

Diamonds: 409 brilliant-cut diamonds for 2.59 carats

Strap: Shiny green alligator

Reference: Q3292434

Limited edition of 10 pieces

REVERSO ONE 'PRECIOUS FLOWERS' – PURPLE ARUMS

Case: Pink gold 750/1000 (18k)

Watch dimensions: 40 x 20 mm x 9.09 mm

Calibre: Manually-wound Jaeger-LeCoultre Calibre 846

Power reserve: 50 hours

Functions: hours and minutes

Dial: mother-of-pearl



Caseback: Enamel, diamonds

Diamonds: 637 brilliant-cut diamonds for 2.12 carats

Strap: shiny purple alligator

Reference: Q3292435

Limited edition of 10 pieces

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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