JAEGER-LECOULTRE

**INTRODUCING**

# REVERSO CLASSIC MONOFACE SMALL SECONDS IN PINK GOLD

## A NEW CASE SIZE AND MATERIAL, PAYING HOMAGE TO THE ORIGINAL 1931 REVERSO

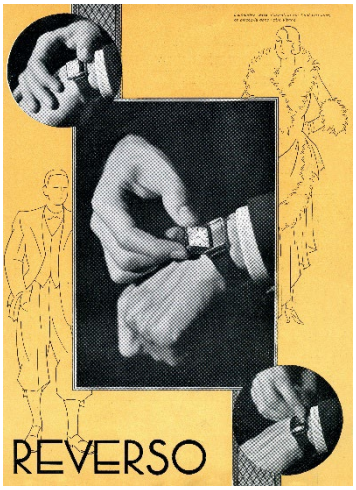
**KEY FACTS:**

- **Echoing the original 1931 Reverso:** the new 40.1 x 24.4 mm case combines the collection's iconic Art Deco lines with the warm elegance of the new 18k pink gold (750/1000) case version
- **Manually wound calibre 822:** offering a 42-hour power reserve and comprising 108 components
- **Interchangeable bracelet:** a black alligator strap fitted with an 18k pink gold (750/1000) pin buckle

Capturing the versatility and timeless appeal of the Reverso's Art Deco design, Jaeger-LeCoultre presents a new interpretation of the Reverso Classic Monoface Small Seconds, featuring a new, smaller 18k pink gold (750/1000) case contrasting with a silver-colored dial that combines vertical satin-brushing, textured pattern and black transferred numerals.

### A STORY OF EVOLVING STYLE, FROM POLO FIELDS 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.



*Reverso advertising, 1931*

The new 18k pink gold (750/1000) case and smaller case size of the Reverso Classic Monoface Small Seconds perfectly expresses the Reverso's remarkable ability to embody different personalities – sporty or elegant, contemporary or retro, masculine or feminine – without ever compromising its essential identity.

## A NEW 18K PINK GOLD (750/1000) CASE BLENDING SPORTINESS WITH TIMELESS ELEGANCE

The new 18k pink gold (750/1000) case and new case size brings a fresh dimension to the Reverso Classic Monoface Small Seconds, combining subtle textures with bold Arabic numerals in an expression of contemporary elegance. At the centre of both the main dial and the small seconds display, a textured pattern creates a distinctive interplay of light and texture. Reminiscent of the edges of a stack of coins, the pattern contrasts with the subtle vertical satin-brushing of the hour and seconds tracks, while the bold black numerals provide a striking visual accent.



Balancing elegance and modernity, the case size, introduced in 2024, closely echoes the proportions of the original 1931 Reverso. Measuring 40.1 x 24.4 mm, with a slim profile of just 7.56 mm, the case offers elegant, comfortable proportions suited to both masculine and feminine wrists.

The caseback of the Reverso Monoface offers owners a personal canvas for self-expression, whether through an engraving that reflects their individual style or one that commemorates a treasured memory. Powered by the manually wound Calibre 822, which delivers a 42-hour power reserve, this new variation of the Reverso Monoface is completed by an interchangeable black alligator strap fitted with an 18k pink gold (750/1000) pin buckle.

The new Reverso Classic Monoface Small Seconds in 18k pink gold (750/1000) reaffirms the enduring appeal of the Reverso, combining a smaller case size that echoes the proportions of the original 1931 design with the warmth of 18k pink gold (750/1000) in a timeless expression of elegance.

### TECHNICAL CHARACTERISTICS

**REVERSO CLASSIC MONOFACE SMALL SECONDS**

**Case:** 18k pink gold (750/1000)
**Dimensions:** 40.1 x 24.4 mm x 7.56 mm thick
**Movement:** Manually wound Jaeger-LeCoultre Calibre 822
**Functions:** Hours, minutes, small seconds
**Power reserve:** 42 hours
**Dial:** Black transferred numerals, silver-colored dial, Vertical satin-brushed and textured pattern
**Water resistance:** 3 bar
**Interchangeable strap:** Black alligator with a 18k pink gold (750/1000) pin buckle
**Reference:** Q3862520

**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-Atelier 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, Jaeger-LeCoultre'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. Bringing together 82 ateliers, 108 crafts and 235 techniques – including 69 signature techniques – the Manufacture-Atelier creates fine timepieces that combine technical ingenuity with aesthetic beauty and a distinctively understated sophistication.