



**ANYA TAYLOR-JOY EMBARKS ON A TIMELESS JOURNEY
IN A SPECIALLY PRODUCED SHORT FILM, JAEGER-LECOULTRE'S GLOBAL AMBASSADOR
GUIDES VIEWERS THROUGH THE "REVERSO STORIES" EXHIBITION IN NEW YORK**

NEW YORK, NOVEMBER 2023 – In a specially produced video created to mark the North American debut of 'Reverso Stories' in Manhattan, Jaeger-LeCoultre's Global Ambassador, Anya Taylor-Joy, leads viewers on a journey of discovery through the exhibition. Her narrative is intertwined with views of the exhibition, which encapsulates nine decades of history and style since the birth of the Reverso in 1931.

With her trademark poise, the actress invites us to unwrap the Reverso's rich heritage and discover the soul of this iconic timepiece: *"I feel like I've been transported in time – back to the 1930s when the Reverso story began on the wrists of polo players,"* she says, as she begins her tour of discovery.

The exhibition reveals how this timeless masterpiece of design fuses artistry and precision through high complications, enamelled creations and resplendent gem-set pieces. *"The gem setting, the engraving, the painting on this tiny watch face, it's artistry on a different level,"* the actress observes.

As a Global Ambassador of Jaeger-LeCoultre, Anya Taylor-Joy embodies the essence of the Reverso – timeless, elegant, and with a story to tell – and the timepiece that she wears in the short film, the Reverso One Duetto Jewellery, perfectly reflects her natural allure. Featuring a back-to-back dial concept in a new setting that is as rare as it is precious, 335 grain-set diamonds cover the entire case-back and wrap seamlessly around its curved sides to frame the dial.

More than 90 years after it was created, the Reverso's style and design retain their avant-garde appeal, capturing attention with the signature swivelling case. *"You can have two or three or even four different watch faces that show this complex idea of time,"* notes the actress.

Reflecting on her discovery of 'Reverso Stories', Anya Taylor-Joy concludes: *"When you are walking around here, you really understand why Jaeger-LeCoultre is considered the Watchmaker of Watchmakers."*

The 'Reverso Stories' exhibition is an invitation to explore not only the union of horological mastery and artistic expression that the Reverso represents, but also the cultural context that has provided the backdrop to its evolution over the course of nine decades. Join us in New York as we unfold the chapters of time through the lens of our iconic Reverso.



Watch the full video: [HTTPS://BIT.LY/REVERSOSTORIESATJ](https://bit.ly/reversostoriesatj)

Discover more about the Reverso One Duetto Jewellery: [JAEGER-LECOULTRE PRESENTS THE REVERSO ONE DUETTO JEWELLERY](#)

About Anya Taylor-Joy

Born in Miami when her British-Argentine parents were visiting the city in 1996, Anya Taylor-Joy was raised in Buenos Aires and London, speaking Spanish as her first language. Trained in ballet until the age of 15, she turned to acting and won rave reviews for her breakout performance in Robert Egger's *The Witch* in 2015. A series of critically acclaimed roles followed, including Edgar Wright's *Last Night in Soho* (in which she revealed a captivating singing voice). In 2020, the Netflix hit *The Queen's Gambit* shot her star into the stratosphere; her mesmerising portrayal of chess prodigy Beth Harmon won a Golden Globe, a Screen Actors' Guild award and a Critics' Choice award. This was followed by a starring role in Robert Eggers' *The Northman*. During 2022, Anya Taylor-Joy was seen in David O. Russell's *Amsterdam* with Christian Bale and Margot Robbie, and Mark Mylod's comedy-horror *The Menu* with Ralph Fiennes and Nicholas Hoult, winning a Golden Globe nomination for the latter. Anya Taylor-Joy recently completed filming the title role in *Furiosa*, the Mad Max prequel, which is due for release in May 2024.

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 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 1,400 different calibres and the award of more than 430 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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