In 2011, to mark the 80th anniversary of the Reverso, Jaeger-LeCoultre presented the Grande Reverso Ultra Thin 1931 in tribute to this iconic watch that has remained as unique as ever. In 2013, the year of its 180th corporate anniversary, the Manufacture unveils the Grande Reverso Ultra Thin Duoface, an ultra-thin model revealing the watchmaking genius of Jaeger-LeCoultre by introducing a dual time-zone display on its back.

The secrets of the watch with two faces
It is the most beautiful – and the most authentic – of horological legends. In 1931, Jaeger-LeCoultre unveiled a watch featuring a case that swivelled in its cradle, specially developed for British colonial army officers stationed in India and passionate about polo. This exceptional creation was an outstandingly apt response to a specific request and a life-sized test for a model that was to prove a phenomenal success. Devotees of fine watchmaking soon rushed to snap up the new model and to have it personalised with an engraved motif, monogram or family crest. The unprecedented triumph of the Reverso was not exclusively due to its ingenious and complex mechanism enabling the wearer to turn the case over in order to reveal one or other of its faces. For the Grande Maison in the Vallée de Joux, technical inventiveness has always gone hand in hand with aesthetic considerations. In addition to its primary function, the Reverso is also an Art Deco masterpiece imbued with fundamental visual rhythms notably expressed in the emblematic gadroons and in the subtle balance between the pure lines and the rectangular shape of the case. At a time when design was still in its infancy, the Reverso established itself as a stroke of genius that would find its way through successive eras. Within just a few decades, the icon of an age when the human mind was breaking free of contingencies in order to forge its destiny became a full-fledged cult object.

Loyal to the spirit of the original Reverso, the Grande Reverso Ultra Thin Duoface salutes a technical feat that dates back to 1944. At that time, a resounding “eureka” rang out in the research and development laboratory of the Grande Maison when the work jointly conducted by watchmakers and designers gave birth to the very first movement capable of controlling the indications displayed on two separate dials: the Duoface concept. It soon became obvious that this mechanical breakthrough, which is still an exclusive Jaeger-LeCoultre feature, made it possible to offer watchmaking connoisseurs a decidedly original dual time-zone display. In this respect, the Grande Reverso Ultra Thin Duoface doubtless embodies one of the characteristics most appreciated by contemporary men whose activities and passions often keep them criss-crossing the world’s 24 time zones.

Nonetheless, a little patience is required, because the gaze naturally first alights on the first face, the front of the watch with twin sides. Entirely in keeping with the original model, its silver-toned dial is graced with baton-type hour-markers swept over by black dagger-shaped hands. The inscription REVERSO also faithfully reflects the design used on the first watch with a swivel
case introduced in 1931, while the small seconds at 6 o’clock provides an ever-useful additional indication.

**The dial reflecting another time**

Pivot the case, and the magic weaves its spell all over again. While few can now be unaware that this smooth move will reveal a second dial, this model nonetheless springs a surprise effect with this second black dial featuring a “Clous de Paris” hobnail guilloché motif and displaying a main chapter ring with 12 subdivisions to display the second time zone, while the 24-hour indication appears below in the form of a circle bearing the words “NIGHT” on the left and “DAY” on the right.

A new push-piece, seamlessly integrated within the side of the case, enables comfortable adjustment of the second time zone in one-hour increments.

In offering this new Duoface model in an ultra-thin case, the Manufacture Jaeger-LeCoultre is achieving a new technical feat. There is no optical illusion here and the total thickness is indeed a mere 9.14 millimetres. The mechanical manually-wound movement, Jaeger-LeCoultre Calibre 854/1, comprises 180 parts and its balance oscillates at a frequency of 21,600 vibrations per hour – while measuring just 3.80 thick and incorporating the latest results of Jaeger-LeCoultre’s research in terms of precision and reliability.

The Grande Reverso Ultra Thin Duoface comes in 18-carat pink gold or steel. The two versions are teamed with a black alligator leather strap complete with a buckle matching the case. Multiple, elegant and technical by nature, the legend is more vibrantly alive than ever in 2013.

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**Manufacture Jaeger-LeCoultre. The Inventors of the Vallée de Joux.**

A leading player in watchmaking history since 1833, Jaeger-LeCoultre is celebrating its 180th anniversary. At a time when the Swiss horological industry was still built around home-based workshops, Antoine LeCoultre and his son Elie decided to unite under one roof the many forms of expertise involved in making a watch. LeCoultre & Cie thus become the first Manufacture of the Vallée de Joux. It now houses the over 180 skills required to develop and produce the most prestigious timepieces. Committed to a constant quest for excellence and supported by a uniquely inventive spirit, Jaeger-LeCoultre perpetuates the tradition of Grande Complication models introduced by the Manufacture through a succession of extraordinary creations: Atmos Mystérieuse (2003), Gyrotourbillon 1 (2004), Reverso grande complication à triptyque (2006), Master Compressor Extreme Lab I (2007), Reverso Gyrotourbillon 2 (2008), Duomètre à Grande Sonnerie (2009), Master Grande Tradition Grande Complication (2010), Reverso Répétition Minutes à Rideau (2011) and Duomètre Sphérotourbillon (2012).
Grande Reverso Ultra Thin Duoface de Jaeger-LeCoultre

Technical characteristics

Movement:
• Mechanical manually-wound, Jaeger-LeCoultre Calibre 854/1
• 21,600 vibrations per hour
• 180 parts
• 21 jewels
• 3.80 mm thick

Functions:
• Front: Hours, minutes, small seconds
• Back: 2⁰ time zone, 24-hour night and day indicator

Dial:
• Front: Silvered satin / opaline, transferred hour-markers / powdered numerals and hour-markers
• Back: Black Clous de Paris, transferred hour-markers

Hands:
• Hour and minute
  Front: Baton-type, faceted, polished black nickel / gold-plated
  Back: Skeletonized with white superluminova, polished, rhodium-plated
• Small seconds. Baton-type with pear-shaped counterweight in black nickel / gold-plated
• Night & Day Indicator. Skeletonized with white superluminova, polished, rhodium-plated

Case:
• In steel or 18-carat pink gold
• Polished finishing
• Sapphire crystals
• Water-resistant to 30 metres

Strap and buckle:
• Matt black alligator leather 20/18
• 18 mm steel or 18-carat gold pin buckle

References:
• 18-carat pink gold: Q3782520
• Steel: Q3788570