

MY REVERSO

Everybody thinks that the Reverso celebrating its 80th birthday in 2011 has two faces. In the following pages, you will discover that it has many more...



FOR THE CELEBRATION of the 80 years of Reverso, the cult Jaeger Le-Coultre model, I wanted to devote an article to my favourite watch – I’ve never made a secret of this preference – while adding to the image that the company itself projects through the many magazines and sites it appears in all over the world. The image of this iconic watch is, for me, secondary to the association that this exceptional watch has with remarkable people.

THE TITLE of this article reflects this “duality”. On the one hand myReverso as I perceive it personally and on the other hand -myReverso- as it is perceived by outstanding figures (still alive today, as others have already gone), who contributed to its success.

IT IS TRUE that Reverso could not occupy the unique place which it deserves

in the history of Haute Horlogerie if it did not have its ideal dimensions and if it had not presented two faces, two “canvases” where all arts inherent to Haute Horlogerie are expressed triumphantly, if it had not accommodated in its unusual case all the complications... but, personally the greatest value that I place on it is the bond created with well-known or not at all well-known people, even for amateurs of mechanical watches, who transformed this “small” watch -for the tastes of contemporary consumers- into one of the greatest ever presented.

CÉSAR, Jacques-David, Edmond, René-Alfred, Giorgio, Günter, Henry-John, Michele, Joël, Sylvain, Jasmina, Max, Janek, Jacques, Miklos, Dominique, Eric, David, Philippe, Jérôme, Corinne, Stéphane, Christian, Rachel, Magali... men and women -some of them great creators- and each one a virtuoso

in his/her field, left their imprint on a mythical collection of watches, giving a “soul” to Reverso.

THROUGHOUT the twenty following pages, you will meet twenty different “faces” of Reverso. All answer two questions:

A. What does Reverso mean to you?

B. Which Reverso do you prefer?

YOU WILL FIND in their answers many reasons to love Reverso and to wish – if you have not done it yet – to tie your life to it. Because nothing is more true. All models of the Reverso collection, from the simplest to the most complicated, are not watches that one buys to wear from time to time. On the contrary, these watches will share your everyday life and will become an essential companion.

NO DOUBT, Reverso is a “magical” watch!



HENRY-JOHN BELMONT

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FORMER CEO OF
JAEGER-LECOULTRE

What does Reverso mean to you?

Reverso was most of my life with Jaeger-LeCoultre, and in each variation, each complication, I see who was behind the design, the ideas, the concept or the production. Reverso enables each craft involved in watch-making to express itself. Developers, designers, engravers, dial-makers, watchmakers, all can express themselves in this watch. These are the two faces of the watch, which in the case of the "Triptyque" with the use of the "brancard", even became three- that makes this possible. Therefore one can say that Reverso does not have limits.

We re-launched the Reverso in 1986, at a

time when not even a hundred were produced per year, and only for the Italian market, and quickly we realized that it was a leading product, a mythical product, over the following years Reverso was developed further and today it continues to impress the world.

Which Reverso do you prefer?

The Reverso which is closer to its original aim, the simplest and the most practical at the same time, it is the Duoface. Obviously there have been many other important ones, very complicated also, but I find the Duoface the purest as it is the best interpretation of the spirit of the first 1931 model.



MICHELE CORVO

CORVO, MILAN

**What does Reverso mean to you?**

Reverso represents a temporal period of about 30 years of love and passion for a manufacture, unique for its history and its tradition. Reverso for me, means to belong to a project born from the intuition of my father Giorgio, then developed by prestigious watchmakers and great men, which lead to the achievement of a true myth.

It is a truly recognisable product, with an intrinsic and unique value, characterized

by a quality/price ratio that is incomparable.

Which Reverso do you prefer?

The Reverso that I love most? There cannot be only one of them. For me, there are two, in fact. The first has a steel case and was manufactured in the 40's, and it was a gift from my father for my 18th birthday, that I offered to my son Jacopo for the same celebration.

The second is a model with a rose gold movement, power reserve and date indi-

cation, called "Reverso 60th Anniversary" and it is the first "Grande Taille" Reverso, manufactured in a limited edition of 500 pieces, and created to commemorate the 60 years of Reverso in 1991.

The watch bearing the number 60 was given to my father by two visionaries of watch-making, Günter Blümlein and Henry-John Belmont, two great men, thanks to whom Jaeger-LeCoultre managed to become "The Manufacture". I am the guardian of the watch.



FABIO BERTINI

DIRECTOR OF
PISA OROLOGERIA, MILAN



What does Reverso mean to you?



CLICK
TO
LISTEN

For me, personally, Reverso was my second watch, 40 years ago. It is a great quality watch, with such a great design. It is also the only rectangular watch, which impressed me. It represents a fantastic Art Déco style object, with its ideal proportions. It is a watch that Italians loved and our House Pisa with Giorgio and Michele Corvo, who represented Jaeger-LeCoultre in Italy at the time, we really wanted to take this watch out of the closet and to continue to develop it. We were then proved to be right, as we have seen up until now the growing success of the collection.

Which Reverso do you prefer?

I think that the most beautiful presentation of Reverso was the ultra thin model of 2011. Tribute to 1931 is a watch of a great beauty.





OSVALDO PATRIZZI

OWNER OF PATRIZZI & CO

What does Reverso mean to you?

For me Reverso is the last Art Déco watch and the first modern watch. In the sense that in its concept Reverso carried the Art Déco style of its time, I would say in the spirit of military watches of the time, but on the other hand its dimensions and its style made it possible to withstand changes.

Today even if its dimensions have changed, it did not change spirit. This is why it is always successful. At the time, it was a pure expression of its time and today it is practical, very elegant and, through different editions, adapted to current lifestyle.

Which Reverso do you prefer?

I am in favour of the vintage watch, and

I think I would choose one of the first Reverso of the period going up to 1937, which reflect best the original design of the watch: very simple, but also very pure and very elegant, with a black dial and very luminous hands which offer great visibility, with all the stylistics codes of origin. I am less attracted by complicated watches of the collection.





MAXIMILIAN BÜSSER

OWNER OF
MB&F

What does Reverso mean to you?

I started to work for Jaeger-LeCoultre in 1991, the year of Reverso's 60th anniversary. As product manager, I presented Reverso, which accounted for only a small portion of our turnover, to the best retailers of the planet and one of them asked me: "Young man, why you want us to buy a watch which turns over?"

I learned a lot thanks to Reverso. I learned that it is much more important for a product to have a true human story than just a design. What makes Reverso important is not the fact that it turns over, but why it turns over. The whole story of the watch since 1931, with polo players and Art Déco conventions, turn Reverso into a witness of its time, and this is a very rare example left in watch-making and design in general. Like a sofa from Le Corbusier...

It is one of the reasons why we do not need to have it evolve in time. Perhaps to have it to evolve a little bit but not enormously.

We all fell into frantic consumerism and I find it much more interesting to go for objects which are timeless...

Which Reverso do you prefer?

The Reverso I prefer is the limited edition of 1993, which carries a tourbillon movement in a rose gold case. On the front face it gives the hours, the minutes and the seconds, while on its back face it shows the tourbillon cage, and an indication of power reserve engraved on the movement. I find it absolutely classy.



JANEK DELESKIEWICZ

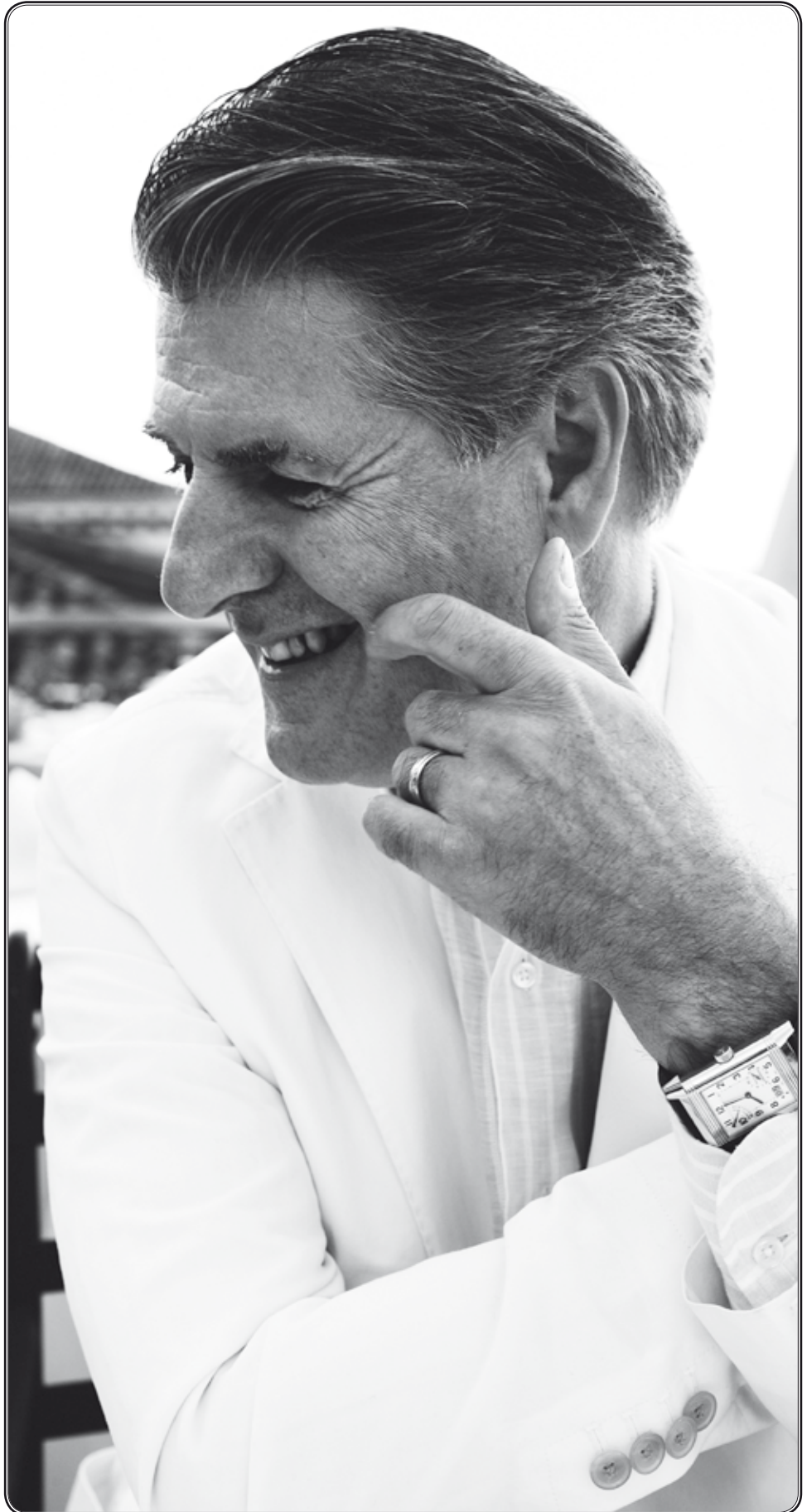
ART DIRECTOR OF
JAEGER-LECOULTRE

What does Reverso mean to you?

Reverso is perhaps the most extraordinary watch of all for a designer. Its rectangular form invites him to create, one, two or even three miniature theatres. Reverso is unique, but it is also diverse, and it is precisely this multiplicity which makes it so captivating. When I started to work with Jaeger-LeCoultre manufacture in 1998, I already knew Reverso. I would say I had known it for ten years, since I had worked in various design offices. I remember being fascinated by its design and its lever mechanism in the case, several years before even imagining I would work on it one day.

Which Reverso do you prefer?

I like the last one, "Grande Reverso Ultra Thin Tribute to 1931", launched in 2011 for the 80th anniversary of the watch. And also the "Reverso 60th Anniversary" launched for its 60th anniversary. It is the model that gave a new dynamic to Reverso collection.





PHILIPPE DUFOUR

WATCHMAKER AT
PHILIPPE DUFOUR



What does Reverso mean to you?

Reverso for me is “the icon” of Jaeger-LeCoultre. I nevertheless find it a little “unnatural” that they made Reverso models with square shape. They are not of the same stuff as the first models. What I liked was the Duoface model. Then they churned it out in too many versions. It produced “for all tastes”. It certainly pleased, as clients may like that, but I personally prefer the classic model.

I also worked for Jaeger from 1967 to 1972. It was the time we prepared the first quartz movement in cooperation with Girard-Perregaux, and I also worked for them one year in Germany and two years in England, in after sales service.

Which Reverso do you prefer?

The Reverso I prefer is the original one, from 1937-1938 and I have one of those, from an uncle, and I wear it gladly. Is the size it had that I liked in Reverso.



SYLVAIN GOLAY

FORMER-WATCHMAKER AT
JAEGER-LECOULTRE



What does Reverso mean to you?

Reverso, for me, means tradition, lifestyle (work well done and leisure), love of work well done, visual contact of this love, of this work, the continuous touch and feeling of this time that flies, which escapes and disappears at the end of our life, but which will last forever.

Which Reverso do you prefer?

I would choose the Grande Reserve, which was presented in 2003 and carries the calibre 874, which gives it 8 days of power reserve. That year I travelled around the world to give seminars on this calibre to the friends of the "Grande Maison".





MIKLOS MERCZEL

ENAMELLER AT
JAEGER-LECOULTRE

What does Reverso mean to you?

It is thanks to Reverso's second face that Jaeger-LeCoultre could recreate the workshop of enamelling in the manufacture, because for a long time there was no workshop for enamel. The workshop started in 1996. At the beginning of the last century there were some enamelled pocket watches, but afterwards and for a long time, there were no watches of that kind. In the beginning I was alone in the workshop, as I was already working at the manufacture as a watchmaker, but then the enamelling team increased.

Which Reverso do you prefer?

I would choose one -or rather two- Reverso with enamel painting. The first is Pavonia, which is exceptional piece of art. It is always very interesting to manage to approach a true masterpiece with enamel. The second one belongs to a collection of pocket watches with Reverso cases, which was presented in 1998 and has more or less disappeared since 2002, I believe. This watch had reproductions of Alphonse Mucha's paintings in enamel, with a decoration of several precious stones. In total I did about 4 or 5 of those.



DOMINIQUE VUEZ

ENGRAVER AT
JAEGER-LECOULTRE

What does Reverso mean to you?

Reverso for me as an engraver is the watch that enables you to blossom in engraving with the black background, which leaves much to the imagination thanks to its empty space. It is the easiest watch to customize!

Which Reverso do you prefer?

In every day life, I like the Squadra World Chrono in titanium, because it displays the time zones, and that is very practical as I travel a lot around the world. I also like the Reverso Grande Taille very much, because the large background gives a lot of possibilities for engraving!



ERIC COUDRAY

WATCHMAKER
AT CABESTAN

What does Reverso mean to you?

I like everything that is Art Déco and modernity. It is the period I prefer personally, too, in architecture. On Reverso, I like the style, the three lines which I find very beautiful. Then, I think everyone must have mentioned that with two faces, you can do more things...

Which Reverso do you prefer?

Among all Reverso models, I prefer the Gyrotourbillon 2. It is a watch on which I did almost everything. Except from a part of a front view that was drawn by Magali Métrailler, I did all the work, the back, and all the movement and, moreover, I had great freedom. I had a lot of fun with the cylindrical spiral and all the rest.

But besides these personal reasons, what makes the pleasure even greater, is that the Gyro works really well, it is easy to adjust too, it is very beautiful, and on the level of its reputation, it received a warm welcome from the press, collectors and the public. Even its second place at the Chronometry contest of 2009, with one point less than winner's 909 points, is very important. Its only defect is that it is a little thick, there was nothing we could do about that... and perhaps the price...



DAVID CANDAUX

WATCHMAKER AT
DAVID CANDAUX
HORLOGERIE CRÉATIVE



What does Reverso mean to you?

Reverso was revolutionary at its first presentation. It was very much ahead of its time, and it managed to remain timeless. Even today, 80 years after its first appearance and without Jaeger-LeCoultre changing the features of the first model, we wear it and it feels like it is a watch created today. It is an incredible product.

Another thing that I like with Reverso is its unique sound when one turns the case, it makes a “clack” sound. Sometimes, you are in a restaurant and without seeing the watch, somebody hears this small “clack” and asks: “You have a Reverso?” That proves how strong the DNA of this watch is, that it is recognizable even with this specific sound.

Reverso is very pleasant to touch too, and I can confirm that since I also worked in the case polishing workshop and we were made sure not to leave any sharp angle, and to only leave its smooth curves and obviously, the watch itself is very pleasant to wear.

The possibilities it offers to go even further are unique. On the Triptyque, there were two designers, myself and Philippe Vandel, and in the beginning we thought everything had been done on Reverso, chronographs, tourbillons, minute repeaters, etc... and then we thought about using its “brancard” as a third face, and this idea has opened a new dimension for this watch.

Which Reverso do you prefer?

For me, I have always liked Reverso simple. I believe its concept in the beginning was to remain pure and simple. I therefore find the ultra thin launched for the 80 years of Reverso is very pretty. Moreover, they used the calibre 822, which was precisely developed for Reverso and has a “cushion” shape. The combination of these two parameters is, for me, a true return to its roots, since the 822 had not been used these last years in Reverso, and it makes a magnificent piece, very classy. I like all that is sober and has a lot of character at the same time.





STÉPHANE BELMONT

MARKETING DIRECTOR OF
JAEGER-LECOULTRE

What does Reverso mean to you?

Reverso for me is a watch that is elegant and casual at the same time. Everyone notices it when you wear it. You can wear it during the week and for the weekend, because it is elegant and robust at the same time, qualities that have been its synonym since its creation.

Reverso makes it possible to have an object of dream. By looking at a watch which turns over people always wonder how it is possible... Reverso has this magic side!

Which Reverso do you prefer?

I like the Reverso by Zep, because my children dream of it! Zep, a famous Swiss artist, has personalized a "Reverso à Eclipse" dial in enamel, which is very elegant, and contains a mechanism which makes it possible to hide the enamelled dial. "Reverso à Eclipse" offers a third face - one that is even more secret.



JÉRÔME LAMBERT

CEO OF JAEGER-LECOULTRE



What does Reverso mean to you?

Invented for English officers playing polo in India, an elegant watch capable of resisting shocks that remains a legend today. For Reverso, the magic is such, that something strange happens: the legend lives on, changes, is shared and becomes a cult. Today, wearing a Reverso on one's wrist means belonging to an exclusive world: that of watchmaking history but also one that opens the door to technical perfection and aesthetic refinement. By creating Reverso, a few of men full of imagination and the spirit of innovation did much more than create a simple reversible case: they invented an emotion that has lived on for 80 years, they designed a watch for which we have not yet discovered all the new possibilities. The Reverso watch is strong in its past, and will be stronger still in its future...

Which Reverso do you prefer?

I like the new Reverso "Grande Taille Ultra Thin Tribute to 1931" for its style. Reverso is a watch that make us always aware of the fact that we are wearing a unique piece on our wrist. Unique because of its complexity, its style, its case that turns over, but also because of what you chose to engrave on the hidden face.





CHRISTIAN LAURENT

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WATCHMAKER AT
JAEGER-LECOULTRE



What does Reverso mean to you?

To me, Reverso means “the icon” of the brand. Thanks to it, it is possible to imagine creations unique to Reverso, such as, for example, Reverso “Grande Complication in Triptyque”, that is a world first. I also like the possibility of being able to give information on two faces without overloading the dial, which makes it possible to have a sober and complete legibility. Reverso also makes it possible to promote our brand thanks to its particular design which is easily recognizable. It is quite simply beautiful and elegant.

Which Reverso do you prefer?

I really like the Reverso Gyrotourbillon 2. For me it is synonymous with great technical progress, as it is one of the most precise mechanical watches in the world! The aim of a watch is quite simply to tell the time, and with its development, we reached the excellence of precision. The movement of its cage has always fascinated me, even after many years. Any visitor coming to the manufacture stands still in front of this watch. For me, over the last 20 years, if I were to vote for the greatest technical progress, it is quite simply the watch which would be the most beautiful, the most capable technically, the most fascinating in the world of complications.





SÉBASTIAN VIVAS

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HISTORIAN AT
JAEGER-LECOULTRE

What does Reverso mean to you?

For me, Reverso is much more than a watch. It is an object of a technical, cultural and symbolic wealth, without no equal in the world of watch-making. It measures time, but it crosses it and tells it at the same time. It embodies the epitome of Art Deco values and reinterprets them forever. Even if its aesthetic is recognizable, more than 50 calibres were developed for it, produced in Jaeger-LeCoultre manufacture and equipped with all the classic complications of horology.

But its secret comes mainly from the turn around. Nobody can see both faces at the same time. It plays with what is visible and not, jealously preserving the memory of its first owner, engraved on the back of the watch. Cult object, personal object, easy recognisable, gathering of values, 80 years later Reverso remains one of Jaeger-LeCoultre's most innovative watches.

Which Reverso do you prefer?

Launched in 1991, Reverso "60th Anniversary" remains for me one of the most emblematic and most complete models. The subtle balance of its solid silver dial, the power reserve indication on the top left of the dial, the date indication by a special hand, the modest dimension of the rose gold case, all give me particular pleasure. Historically, this model is of capital importance. It was the first Reverso equipped with a complication, it was also the first that revealed its movement -the Jaeger-LeCoultre calibre 824, made of gold. Reverso "60th Anniversary" opened horizons undreamed of for this watch, so we are just at the beginning of the story.





PIERRE MAILLARD

EUROPA STAR EDITOR

**What does Reverso mean to you?
Which Reverso do you prefer?**



I wanted to offer a watch to my wife, a few years ago and I chose to give her a Reverso. And as it was stolen, I bought her another one. Twice I gave her exactly the same one. The classic Reverso. The most classic of all the classics. The Reverso that looks more like the original Reverso

in fact. The medium-size one, not the small one, launched for women. In steel, mechanical, with manual winding and there we are going to engrave it.

She preferred this Reverso to other more lady-like models, or with small diamonds etc. It is the purest expression and the most iconic Reverso. Indeed there are other splendid models,

really extraordinary, but in this one, which is the basic model, there is even the essence of the qualities of this watch, at the same time of a stylistic nature, since it is really a perfect expression of Art Déco and has a practical nature.

Personally, I am not a watch collector, I have just two or three of them, but if I chose Reverso, it would also be the classical model.





CORINNE PAGET-BLANC

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HEAD OF COMMUNICATION AT JAEGER-LECOULTRE

What does Reverso mean to you?

Reverso for me, is initially a philosophy; I turn my back on time if its back face is engraved, and I plunge into another temporality if the hidden face has a second time zone. It is a timeless object with 80 years of history and an unchanged design. It represents the elegance and refinement of the Art Deco spirit.

Which Reverso do you prefer?

My preferred Reverso: the Duetto concept, which is for me the only watch conceived for women. Two faces with only one mechanical movement.





LAURENT PICCIOTTO

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OWNER OF CHRONOPASSION, PARIS

What does Reverso mean to you?

Reverso offered from the beginning the possibility of having two “personalities” in one watch and then, thereafter with the usable two faces, it almost became... two watches! With the two dials of Duoface we really started to take advantage of both faces and to go beyond design, which was the most important element in the beginning, taking advantage of reversibility, either to tell time in two time zones simultaneously, or for different functions, rather than engraving, which always seemed to me something like belonging to the past, a little oldfashion.

Today the evolution of Reverso – and in particular the Squadra – is a little rude.

It is very complicated changing historical models from the past and as far as I am concerned, I think it is disfigured a little.

The first edition, which was remarkable for me, was the “60th Anniversary” which was very successful – at the time we sold at least a dozen. After that complications were a little hesitant, I remember the Minute Repeater Reverso, which was not a very suitable model. Now is Reverso a model intended to give complicated watches? It is a general reflection that one finds in many models of different brands, which were not complicated at the beginning, but following a general trend, we thought we had to change every simple model in an over-complicated watch! It is

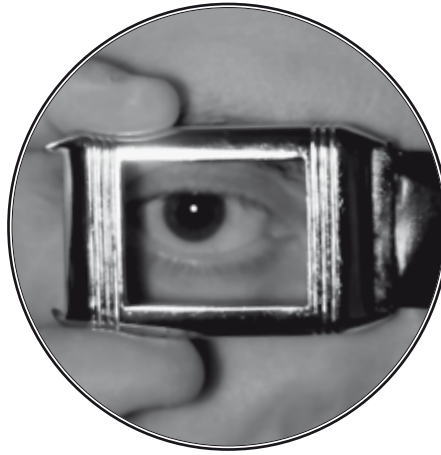
a reaction that is sometimes good, sometimes not so good.

Some people liked that, but now I believe many collectors prefer that Reverso remains a watch of small size, relatively simple. Moreover, even Royal Oak became Concept, a few years ago. Some stylistic exercises are more successful than others!

Which Reverso do you prefer?

When I collaborated with Jaeger 15 years ago, I found that engraving on Reverso was something very classic, and I created some Reverso with a skull engraved on the back! It was very amusing, because you had a very classic watch and in turning it around you had quite a rock’n’roll attitude!





CONSTANTIN STIKAS

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OWNER OF VERYIMPORTANTWATCHES.COM

What does Reverso mean to you?

The watch developed and manufactured to bear... blows (even if only with polo mallets), Reverso, was to receive many more... caresses than all the watches in the world! With its "amusing" case, which slides on the other face, offering numerous possibilities for customisation by means of all the arts of Haute Horlogerie, it gives us the opportunity to touch it every day...

Reverso embodies the most rigorous principles of aesthetics: ideal proportions, based on the golden rule and the proportions of the Parthenon columns, and all that with an air of eternity... The two faces communicate a magical dimension to the collection that the "Grande Maison de la Vallée de Joux" continues to develop eight decades after its birth.

The Reverso is even more priceless be-

cause while constantly changing "face", it remains identical to the 1931 model. Considering that one always tries to reveal something of oneself by choosing a watch, Reverso remains the most customised wrist watch in the history of watchmaking, thus competing with the innumerable possibilities for customization offered historically by pocket watches, with multiple covers.

It is crowned by a magical halo, which goes beyond logic and addresses your feelings directly, but also your senses: sight, hearing, touch. During the 20 last years of its history, Reverso housed all the possible movements, from the simplest to the Grande Complication, and this underlines its huge value and its unique positioning on the market, as well as in the heart of the amateurs of mechanical watches of quality

everywhere and always. It is the only watch in the world offering such a broad range of prices, going from 3,000 to 370,000 Euros!

Which Reverso do you prefer?

For some years I tried to discover the model I like the most, and I feel I will never manage to find the one I prefer. I will thus answer referring to my most recent choice. For me, the new model with the enamel dial, with hand-painted Arabic numerals, and a portrait of my daughter in enamel on the other side. For my daughter, who is only 6, the masterpiece of Reverso with the calibre 101, for women.

However, I will always like the hand-made loop of my belt in the shape of a Reverso case and the cufflinks that I had made out of two calibre 822 plates, even if they are not meant to tell the time!