

WATCHES AND JEWELRY

# Floating Reverso model, Jaeger-LeCoultre sparks conversation on craftsmanship

August 23, 2024



*The campaign features the Reverso Tribute Small Seconds, a model inspired by house heritage. Image credit: Jaeger-LeCoultre*

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By AMIRAH KEATON

Swiss watchmaker Jaeger-LeCoultre is showcasing designs inspired by the archives.

British-American actress and global ambassador Anya Taylor-Joy assists with the effort, wearing the luxury house's latest revival: the Reverso Tribute Small Seconds. For the launch, the heritage brand balances modernity with traditional watchmaking techniques, using collaborations with partners old and new to continue the conversation on craftsmanship.

## SUB

A campaign shot by American photographer Mark Seliger calls attention to the most recent Reverso collection additions. Similar to the digital presentation that promotes the drop, each of the four contemporary models is steeped in heritage.

The contemporary, ultra-thin creation comes alive in four colorways, including a standout pink-gold version. It features a black dial reminiscent of those initially released by Jaeger-LeCoultre in the 1930s.

[View this post on Instagram](#)

A post shared by Jaeger-LeCoultre (@jaegerlecoultre)

by for which the timepiece became known

A tribute to the avant-garde spirit of our Maison which, was one of the only Manufactures to offer coloured dials at a time when white and silver dials were still the norm.

joins a signature collection. version of the ultra-thin Reverso into a campaign to a signature collection.

to a signature collection deeply rooted in heritage

## SUB

As one of the sole luxury players and producing its movements in-house, Jaeger-LeCoultre is expanding its horizons, tapping external parties with aligning values to push its brand narratives further.

The first of the pair has herself \_\_\_\_\_ an unconventional path to stardom, striking deals with streamers that are taking new approaches to television. Ms. Taylor-Joy played a leading role in Netflix's hit shows such as "The Queen's Gambit" and "Peaky Blinders." Her ascent marks a new-age transition to digital forms of entertainment, a \_\_\_\_\_ that Jaeger-LeCoultre's launch mirrors.

Besides Ms. Taylor-Joy, 100-year-old Argentine atelier Casa Fagliano, a longstanding partner of Jaeger-LeCoultre, also joined the label on its quest to enhance the Reverso Tribute collection.

Through the connection, personalization is encouraged.

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