

WATCHES AND JEWELRY

# Jaeger-LeCoultre brings Reverso Stories' to New York

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*The pop-up originally appeared in the city last November. Image courtesy of Jaeger-LeCoultre*

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By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Swiss watchmaker **Jaeger-LeCoultre** is preparing to show out in the Big Apple.

Early next month, the maison will bring its Reverso Stories pop-up back to New York, spotlighting the 90-year history of the iconic timepiece line. Located at the Public Square & Gardens at Hudson Yards in Manhattan's West side, the activation features indoor and outdoor programming, including a specially crafted van carrying various versions of the nearly century-old design.

## Tick of the clock

Reverso Stories is separated into four distinct sections: "Story of an Icon," "Story of Style & Design," "Story of Innovation" and "Story of Craftsmanship," respectively.

The retrospective showcases rare timepieces from throughout the design's 90-year history alongside chronographs from recent collections. An all-new, limited-edition version of the icon, the Reverso Tribute Chronograph, will also make its debut at the pop-up; it features a body inspired by Jaeger LeCoultre's forged from 18-karat pink gold, referencing the brand's art deco origins.



*Warm beverages will be offered to guests at the on-site 1931 Caf, named after the year of the Reverso's introduction. Image courtesy of Jaeger-LeCoultre*

The maison will also display the world's first watch with four functional faces, the Reverso Hybris Mechanica Calibre 185 Quadriptyque, within the pop-up.

Jaeger-LeCoultre will also spotlight aspects of the longstanding Made of Makers initiative, with its recently announced fragrance line ([see story](#)) among the offerings available to try. A multimedia installation titled "Origin," created by Korean artist Yiyun Kang will be similarly present at Reverso Stories, presented on a large, three-dimensional screen.

To coincide with the pop-up, the maison's Madison Avenue flagship will host a series of free hands-on watchmaking workshops and perfumery masterclasses each day.

Reverso Stories will be open to the public on Dec. 6, 2024, and run through Dec. 15. It will operate from 10 a.m. to 6 p.m. on weekdays, with admission free for all; guided tours will be offered as well, with reservations available on the company's [website](#).

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