

Grande Reverso  
Ultra Thin 1931.  
Deleskiewicz  
describes the  
Reverso as having  
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# REVERSE PSYCHOLOGY

At the recent Salon International de la Haute Horlogerie, Janek Deleskiewicz, artistic and design director for Jaeger-LeCoultre, sings the praises of other watchmakers and confesses his obsession with the Reverso.

By HO YUN KUAN



**J**anek Deleskiewicz saunters into the room, sits down heavily on the couch, and turns to look at me with piercing eyes.

The artistic and design director for Jaeger-LeCoultre doesn't bother with pleasantries – just: “What do you think of Jaeger's watches this year?”

I had to admit that I left his product presentation after only 15 minutes because another (much younger) brand had invited me to a press conference with its latest Hollywood ambassador.

“The star in Jaeger is the watches,” Deleskiewicz says dismissively. “You went to the wrong place.” The corners of his mouth had the beginnings of a cheeky grin. “Jaeger has been making watches for a long time. We are all you need to see!”

**You seem to take a lot of pride in Jaeger-LeCoultre's heritage. I consider all brands that are lesser in years than me to be young (Deleskiewicz turns 64 this year)! Max Busser (from MB&F) is like a child to me. I worked with him for seven years (Busser spent his first seven years in the industry working for Jaeger-LeCoultre) and he was only a student when he came to us.**



Deleskiewicz says he considers consumer preferences and ergonomics when designing a watch.



**“The Reverso came from the art deco period, an era that gave birth to a new generation in design.”**



**Do you respect Busser's work with MB&F?** Yes, he made a good jump and in the future he will leave a legacy.  
**Are you worried consumers will find classic designs like the ones at Jaeger-LeCoultre too conservative?** If you look at the

Reverso, it has been around for almost a century (it debuted in 1931). Consider Picasso's paintings – they are about the same age, but are they old-fashioned? Likewise, I think the Reverso is a work of art. It came from the art deco period, an era that gave birth to a new generation in design and a new way of looking at things. I believe 100 years from now we will still be talking about it, just like we will talk about the Rolex Oyster or Tag Heuer's Monaco. Iconic products will always be timeless.

**Do you think it's possible to design a watch that appeals to everyone?** Yes, and it's definitely the Reverso. Firstly, you can wear it two ways, depending on your outfit or mood. Secondly, its name is simple and perfectly describes how it works. It is important to link these elements to create a product people remember. Finally, you cannot find a watch like it anywhere else.

**Is that why you are wearing the Reverso today?** Yes, and also because this is the watch (American jazz bass guitarist) Marcus Miller has. When we asked him to choose a watch, he wanted a red dial because it is his favourite colour (Miller wears the Grande Reverso 1931 Rouge).

[www.jaeger-lecoultre.com](http://www.jaeger-lecoultre.com)