

you always remember your first

AS A LEADING LADY, SHE'S WORN MANY FINE WATCHES, BUT IN TREATING HERSELF TO THE ULTIMATE TIMEPIECE, DIANE KRUGER RETURNED TO HER ROOTS. BY ROBERTA NAAS

Like in her 2004 appearance opposite Nicolas Cage in the heist film *National Treasure*, German-born model and movie star Diane Kruger seems to always be running against the clock. "Timing is everything—in life and in work," she says.

Kruger got her first important watch as a gift from her mother for her 18th birthday. It was a Jaeger-LeCoultre Reverso, and it began her love affair with fine timepieces that continues to this day. As Kruger's modeling and acting careers blossomed, so did her watch collection. In a world where most collectors of exquisite timepieces are men, Kruger brings a woman's perspective to the table: "I am a stickler for timekeeping, so a watch is essential to me. It is also something you can keep in the family as an heirloom to pass on to your children, which is incredibly important to a woman."

When it comes to time, Kruger admits she invests a lot of in preparing for acting roles. "The more time you have to prep, the better. It's important to take time to practice," says the actress who picked up a Screen Actors Guild (SAG) Award nomination for Best Supporting Actress for her role in 2009's *Inglourious Basterds*. (Kruger also took a SAG Award home that year when the film won for Outstanding Performance by a Cast in a Motion Picture.)

Time is of the essence in Kruger's most recent film, *Special Forces*, which
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Diane Kruger owns several Jaeger-LeCoultre watches, including her first Reverso. Here, she wears the Grande Reverso Lady Ultra Thin in 18k rose gold. It houses the mechanical hand-winding movement caliber 846, with 93 parts, and is set with 31 diamonds on the case, the reverse of which can be engraved (\$30,600). Jaeger-LeCoultre, 9490B Brighton Way, Beverly Hills, 310-734-0525; jaeger-lecoultre.com



"I had no idea how much expertise goes into making just one watch."

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premiered in Paris last fall. In it Kruger plays a journalist who is abducted by the Taliban in Afghanistan and liberated by the Special Forces. "I love movies that transport you to another world and [let you] live in someone else's imagination," she says. "That is the gift of moviemaking. I love being a part of that."

Despite her growing collection, Kruger never forgot where her first watch came from. "In 2007, I had a movie in the Venice Film Festival, and I needed a special piece of jewelry to go with my dress. I saw the Jaeger-LeCoultre Diamond 101 Joaillerie watch and absolutely fell in love with it," she says. "My relationship with Jaeger-LeCoultre is very organic. The fit was so right. My style is classic, but always with an edge. I like taking risks and having fun with fashion—I don't take it seriously. I love the sophistication and understatement of Jaeger-LeCoultre watches." Kruger's been the ambassador of the legendary Swiss brand for almost four years, and as of last year, became the "face" of the Grande Reverso Lady Ultra Thin.

In June 2010, Kruger visited the Manufacture Jaeger-LeCoultre in Le Sentier, Switzerland, which she admits changed her perception of watchmaking in general and of the brand specifically. "I had no idea how much expertise goes into making just one watch—each complication requires hours of craftsmanship," she says. "It certainly has helped me understand the process and gave me a whole new sense of appreciation. I was impressed with their experience and knowledge, and most importantly their precision in watchmaking. Do you know more than 1,000 specialists in 40 different watchmaking skills create the collection?"

Which begs the question: After all these years, which is Kruger's favorite watch? "I wear a few Reversos now, but I still wear the one I got for my 18th birthday—it's very special to me." **LAC**

THE RIGHT REVERSO

A watch company makes history along with its timepieces.

The Jaeger-LeCoultre brand has always been based on heritage, tradition, and visionary thinking, along with superb technological prowess. (It was founded in Switzerland in 1833 by Antoine LeCoultre as LeCoultre et Cie and became Jaeger-LeCoultre in 1937.)

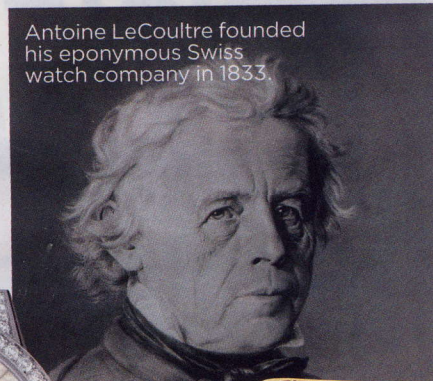
Since its inception, the brand has been breaking records. In fact, it holds more than 350 patents on its various timepieces, which are among the most significant in horological history. This is the watch house responsible for the Atmos clock (developed in 1928) that runs on energy derived from variations in temperature; the Calibre 101 (1929), the world's smallest movement; the famed Memovox automatic watch with a then-innovative alarm function in 1956; and the iconic Art Deco Reverso in 1931.

In 2000, Jaeger-LeCoultre introduced its famed Gyrotourbillon 2 (spherical tourbillon) complication and Master Grande Tradition Complication astronomical watch. Today, the brand boasts more than 1,000 different calibers under its proverbial wing.

This past year, Jaeger-LeCoultre celebrated the 80th anniversary of its illustrious Reverso, which was developed at the request of British polo players in the Indian Army looking for a watch that could withstand games without breaking. Thus the now-famous Reverso—with its reversible case to protect the dial and crystal—was born.

The first Reverso (which means "I turn around" in Latin) watches had simple metal casebacks on the reverse side of the dial and crystal. Later versions evolved to be beautifully decorated, and some subsequent models showed a secondary dial as the timepiece graduated from a polo accessory to an iconic signature timepiece. The brand began building Reversos with simple time on one side and a complication with time on the reverse side, meaning there are versions that show dual time, perpetual calendars, and even a tourbillon.

Antoine LeCoultre founded his eponymous Swiss watch company in 1833.



A Master Tourbillon 39 in white gold.



A Master Grande Tradition Complication Tourbillon in pink gold.

The Atmos Classique clock in yellow gold.



Additionally, the Reverso is one watch that can easily be personalized with special engravings or enamel paintings.

With so many wonderful pieces to celebrate, the brand has established a Virtual Museum (at reverso.jaeger-lecoultre.com) as a place for its collectors and fans to share personal Reverso stories. There are tales of King Edward VIII of England (later The Duke of Windsor) having the royal crest designed on his Reverso; an English gentleman who had a British Racing Drivers' Club emblem engraved on his; and a Gurkha soldier whose Reverso had a special rifle engraving. A visit to the Virtual Museum brings Jaeger-LeCoultre's legacy of timekeeping full circle.