

CLASSIC DRIVER

Jaeger-LeCoultre Reverso Ultra-Thin 'Mad Men'

Lead

The cult TV show *Mad Men* has not only won fifteen Emmys and four Golden Globes, but has also cast a massive influence on the fashion industry. Now, Jaeger-LeCoultre has announced a limited edition *Mad Men* watch in honour of the pin-sharp Don Draper et al.

The homage piece echoes the understated but super-suave panache of the show which centres on the men – and women – of the fictional 1960s New York advertising agency Sterling Cooper Draper Pryce. There are no precious stones or exposed complications here; in fact, the watch is a derivation of the subtle Grande Reverso Ultra-Thin model (similar to the one protagonist Draper is seen wearing numerous times in the show), albeit with some tributary addenda.





It's presented in a commemorative walnut box, which is adorned with the same Sterling Cooper Draper Pryce logo hand-inscribed onto the rear of the piece itself. Additionally, the owner – who will be one of just 25 – receives a personalised letter from Roger Sterling and a copy of his book *Sterling's Gold*, autographed by the show's creator, Matthew Weiner. In keeping with the advertising theme, several high-quality reproductions of Jaeger LeCoultre adverts are also included.

The Grande Reverso Ultra-Thin 'Mad Men' special edition is only available in the United States; however, a little Draper-esque tenacity should allow a European gentleman to procure one for himself.

Photos: Jaeger LeCoultre

Gallery

Source URL: <https://www.classicdriver.com/en/article/watches/jaeger-lecoultre-reverso-ultra-thin-mad-men>
© Classic Driver. All rights reserved.