We invented the New York Minute.

A New York Minute feels faster than other minutes because it’s fuller and bigger and before you know it, everything has changed. A New York Minute isn’t measured in seconds — seconds have been done before.

A New York Minute is measured in big, brash firsts.
In 1837 Tiffany & Co. opens its doors in New York City.

In 1853, founder Charles Lewis Tiffany erected a magnificent clock outside of Tiffany & Co. He did this long before public clocks became commonplace because he understood that New Yorkers aren’t interested in how many hours have passed, but in how many are still to come. It quickly became the most trusted public timepiece in New York. More and more, the people of this vital city set their watches to the Tiffany clock. Over 162 years later, Tiffany’s Atlas clock still keeps perfect time as the world rushes past on Fifth Avenue.
Tiffany has always been in the business of keeping time.

From clocks that chimed in the halls of 19th-century mansions and pocket watches that kept time on trains crisscrossing the frontier to the wristwatches worn by United States presidents, sportsmen, businessmen and celebrities, Tiffany has always made timepieces for those who are one step ahead. Since 1847, Tiffany has kept time for a city, a country and the world.
Tiffany’s workshops produce designs of extraordinary innovation and beauty.

Our horological master craftsmen are renowned for creating cases and clock movements of brilliant complexity. From the Philadelphia World’s Fair to Chicago’s legendary Columbian Exposition to the prestigious Paris Exposition and beyond, Tiffany & Co. consistently took home the greatest prizes.

Visionary designers with unmatched skill and imagination devised America’s first stopwatch in 1868, patented luminescent paint for watch numerals in 1903, and introduced the first high frequency wrist chronometer in 1967. Since Tiffany’s inception, the world has been captivated by this luxury house and its breathtaking craftsmanship.
Made in Switzerland. These words are synonymous with the finest watchmaking.

Tiffany’s unique legacy of fine timepieces and centuries of Swiss watchmaking expertise unite to create enduring designs as precise as they are precious. Each element of every movement used in a Tiffany watch originates in the country that put the fine art of horology on the map. Time-honored techniques like Côtes de Genève, Colimaçon and Perlage finishing result in extraordinary timepieces that are ambitious, modern and utterly new.
Tiffany CT60®

A bold watch inspired by New York City and crafted in Switzerland. This watch is not made for people who follow time. It is made for those who set it.
TIFFANY CT60
Tiffany CT60®

Marked by pure lines and a clean aesthetic, Tiffany CT60® merges extraordinary design and the highest quality materials with Swiss craftsmanship to create a refined watch with vintage character. The case is finished according to exacting Tiffany standards, and a sapphire crystal case back unveils the pedigree Swiss automatic movement.
Inspired by a Tiffany & Co gold watch given to U.S. President Franklin D. Roosevelt in 1945, the masculine understatement of the Tiffany CT60® Annual Calendar belies the complexity of its design. Its month and date double-complication lends it vintage appeal and a sapphire crystal display back reveals the pedigree Swiss movement.

**FUNCTIONS**
- Annual calendar indicating the Date and Month with Hours, Minutes, Seconds

**CASE**
- 40 mm in 18k rose gold

**DIAL**
- Black soleil finishing with gold poudré numerals

**CRYSTAL**
- Sapphire top and case back glass

**STRAP**
- Black alligator

**BUCKLE**
- Deployment buckle in 18k rose gold

**MOVEMENT**
- TCO.0402 Self-winding mechanical

**MOVEMENT DECORATION**
- Côtes de Genève, Colimaçon and Perlage techniques

**POWER RESERVE**
- 42 Hours

**WATER RESISTANCE**
- 10ATM/100M/330F
Tiffany CT60® Chronograph blends bold Tiffany design with Swiss-pedigree technology. An icon in its own right.

**FUNCTIONS**
Chronograph with Hours, Minutes, Seconds, Date

**CASE**
42 mm in stainless steel

**DIAL**
Blue soleil finishing with silver poudré numerals

**CRYSTAL**
Sapphire top and case back glass

**BRACELET**
Stainless steel

**MOVEMENT**
TCO.0279 Self-winding mechanical

**MOVEMENT DECORATION**
 Côtes de Genève, Colimaçon and Perlage techniques

**POWER RESERVE**
42 Hours

**WATER RESISTANCE**
10ATM/100M/330F
Tiffany CT60® 3-Hand 40 mm

Handsome crafted, the Tiffany CT60® 3-Hand combines the complex functions of a high accuracy timepiece with sleek, modern lines. Designed and constructed to Tiffany’s exacting standards.

**FUNCTIONS**
- Hours, Minutes, Seconds, Date

**CASE**
- 40 mm in 18k rose gold

**DIAL**
- Black soleil finishing with gold poudré numerals

**CRYSTAL**
- Sapphire top and case back glass

**STRAP**
- Brown alligator

**MOVEMENT**
- TCO.0215 Self-winding mechanical

**MOVEMENT DECORATION**
- Côtes de Genève, Colimaçon and Perlage techniques

**POWER RESERVE**
- 42 Hours

**WATER RESISTANCE**
- 10ATM/100M/330F
Tiffany CT60° 3-Hand 34 mm

Tiffany round brilliant diamonds add an element of drama to a dazzling variation on the Tiffany CT60° 3-Hand design.

**FUNCTIONS**
Hours, Minutes, Seconds

**CASE**
34 mm in stainless steel set with 60 round-cut diamonds

**DIAL**
Gray soleil finishing with gold poudré numerals

**CRYSTAL**
Sapphire top and case back glass

**BRACELET**
Stainless steel

**MOVEMENT**
TCCO.1116 Self-winding mechanical

**MOVEMENT DECORATION**
 Côtes de Genève, Côtes de Colombes and Perlage techniques

**POWER RESERVE**
42 Hours

**WATER RESISTANCE**
10ATM/100M/330FT
Tiffany East West® blends elegance with daring. Its audacious design literally turns the rules of watchmaking on their side. The collection is marked by a crisp shape inspired by an ingenious Tiffany travel clock from the 1940s. Flawlessly constructed with Swiss-made movements and components.

**FUNCTIONS**
Hours, Minutes

**CASE**
42 x 25 mm in stainless steel

**DIAL**
White with gold poudré numerals

**CRYSTAL**
Sapphire top glass

**STRAP**
Black alligator

**MOVEMENT**
TCO.0900 Quartz movement

**WATER RESISTANCE**
3ATM/30M/100F
TIFFANY ATLAS
The Atlas® 3-Hand is inspired by the Atlas clock on the façade of the Tiffany & Co. store on Fifth Avenue. Handsomely crafted with a pedigree Swiss movement, it honors Tiffany’s dedication to fine timepieces.

**FUNCTIONS**
- Hours, Minutes, Seconds, Date

**CASE**
- 37.5 mm in stainless steel case body with 18k yellow gold bezel

**DIAL**
- Silver azuré with polished 3-dimensional diamond-cut Roman numerals

**CRYSTAL**
- Sapphire top and case back glass

**BRACELET**
- Stainless steel and 18k yellow gold

**MOVEMENT**
- TCO.1766 Self-winding mechanical

**MOVEMENT DECORATION**
- Colimaçon and Perlage techniques

**POWER RESERVE**
- 38 Hours

**WATER RESISTANCE**
- 5ATM/50M/160F
Atlas® 2-Hand 37.5 mm

The height of Tiffany elegance, Atlas® epitomizes an exceptional legacy of fine watch design. Elemental, strong and streamlined.

FUNCTIONS
Hours, Minutes, Date

CASE
37.5 mm in stainless steel

DIAL
Black azuré with polished 3-dimensional diamond-cut Roman numerals

CRYSTAL
Sapphire top glass

STRAP
Black calf

MOVEMENT
TECO T.1762 Quartz movement

WATER RESISTANCE
5ATM/50M/160F
Rugged yet true to the city that inspired it, the Atlas® Chronograph offers the intricate function of a classic chronograph on a polished metal bracelet.

**Atlas® Chronograph 42 mm**

- **FUNCTIONS**: Chronograph with Hours, Minutes, Seconds, Date
- **CASE**: 42 mm in stainless steel
- **DIAL**: White with polished 3-dimensional diamond-cut Roman numerals
- **CRYSTAL**: Sapphire top glass
- **BRACELET**: Stainless steel
- **MOVEMENT**: TC170 Quartz movement
- **WATER RESISTANCE**: 5ATM / 50M / 160F
Atlas® 2-Hand 31 mm

Atlas®, complemented by a halo of round brilliant diamonds, makes a refined statement.

**FUNCTIONS**
- Hours, Minutes, Date

**CASE**
- 31 mm in stainless steel set with 76 round-cut diamonds

**DIAL**
- Silver azuré with polished 3-dimensional diamond-cut Roman numerals

**CRYSTAL**
- Sapphire top glass

**BRACELET**
- Stainless steel

**MOVEMENT**
- TCO.1761 Quartz movement

**WATER RESISTANCE**
- 5ATM/50M/160F
Cocktail 2-Hand 21 x 34 mm

The classic oval evening watch gets an update via the Tiffany Cocktail, which easily goes from day to night thanks to its pretty diamond-dipped crown modernized by a sleek black satin strap with an 18k white gold and diamond buckle.

FUNCTIONS
- Hours, Minutes

CASE
- 20.80 x 33.90 mm in 18k white gold set with 48 round-cut diamonds;
- 18k white gold diamond set crown

DIAL
- White guilloché with black printed Roman numerals

CRYSTAL
- Sapphire top glass

MOVEMENT
- TCO.0900 Quartz movement

WATER RESISTANCE
- 3ATM/30M/100F

STRAP
- Black satin

Buckle
- 18k white gold buckle set with 19 round-cut diamonds
Cocktail 2-Hand Pavé 21 x 34 mm

Marrying the sophistication of New York City with timeless Swiss craftsmanship, the Tiffany Cocktail Pavé boasts an elegant oval diamond face encircled by a halo of round brilliant diamonds on a black satin strap with a delicate 18k rose gold and diamond buckle.

FUNCTIONS
Hours, Minutes

CASE
20.80 mm x 33.90 mm in 18k rose gold set with 48 round-cut diamonds; 18k rose gold-diamond set crown

DIAL
Full pavé set with 294 round-cut diamonds

CRYSTAL
Sapphire top glass

STRAP
Black satin

BUCKLE
18k rose gold buckle set with 19 round-cut diamonds

MOVEMENT
TCO.0900 Quartz movement

WATER RESISTANCE
3ATM/30M/100F
A Timeline of Tiffany Timepieces.

Since opening its first store in New York City in 1837, Tiffany has provided the world with the very best examples of fine Swiss watchmaking. From the opulent caseworks that decorated houses of distinction to the Tiffany Timer stopwatch crafted at the state-of-the-art Place Cornavin workshops in Geneva to the cocktail and classic watches of the 19th century and beyond, Tiffany has always revolutionized the way we think about time.
1837  
Charles Lewis Tiffany opens a store on Lower Broadway in New York City.

1847  
Tiffany begins selling watches.

1853  
Charles Lewis Tiffany installs a statue of Atlas holding a clock, above the entrance of his store, one of the first public clocks in New York City.

1868  
Tiffany introduces America's first stopwatch, the Tiffany Timer.

1874  
Tiffany opens a massive four-story factory on the Place Cornavin in Geneva, Switzerland.

1875  
Tiffany & Co. is assigned its first patent for watch improvements, including watch hand settings, anchor escapement for watches and watch regulators.
1883
With the adoption of standard time in New York City, Tiffany begins a weekly regulation of over 400 clocks in New York.

1893
At the Chicago World’s Fair, Tiffany takes home awards for its watch display.

1903
Tiffany Chief Gemologist George Kunz patents luminescent paint. Numerals on watches are never quite the same.

1910s–20s
Developments in speed and industry lead to the smaller and more simplified wristwatch. Tiffany’s Art Deco watches are declared the ultimate accessory for flapper fashions.

1939
Tiffany features spectacular diamond cocktail watches in its “House of Jewels” exhibit at the New York World’s Fair.

circa 1940s
An ingenious Tiffany travel clock is crafted for people on the go. Decades later, it will inspire the Tiffany East West® collection.
President Franklin Delano Roosevelt receives a Tiffany watch as a birthday gift, which he wears to the historic Yalta Conference.

Gold bracelet watches with close fitting links of unusual shapes from the 1972 Blue Book.

The Atlas® watch is introduced, inspired by the Roman numerals of the famous Atlas clock.

Tiffany introduces the Streamerica watch inspired by the American industrial design movement of the 1930s.

Tiffany adds a white diamond cocktail watch to its collection, recalling glamorous evening watches from America’s Jazz Age.

Tiffany launches its newest collection of watches. Tiffany CT60® was inspired by a watch originally sold by Tiffany in the 1940s, and offered as a birthday gift to President Franklin Delano Roosevelt.
The Tiffany Promise

Since its founding almost two centuries ago, Tiffany & Co. has represented the highest standards in customer service and satisfaction. Behind every Tiffany watch is the promise of unimpeachable craftsmanship and integrity of materials. Tiffany watches are designed and built to exacting standards using the highest quality components in keeping with Tiffany's history of horological master craftsmanship.

For full Tiffany watch warranty details and to learn more about Tiffany timepieces, please visit Tiffany.com.
All fibers used in this book are either Forest Stewardship Council® (FSC®) certified or Green Seal™ approved and contain a minimum of 10% post-consumer waste.

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