



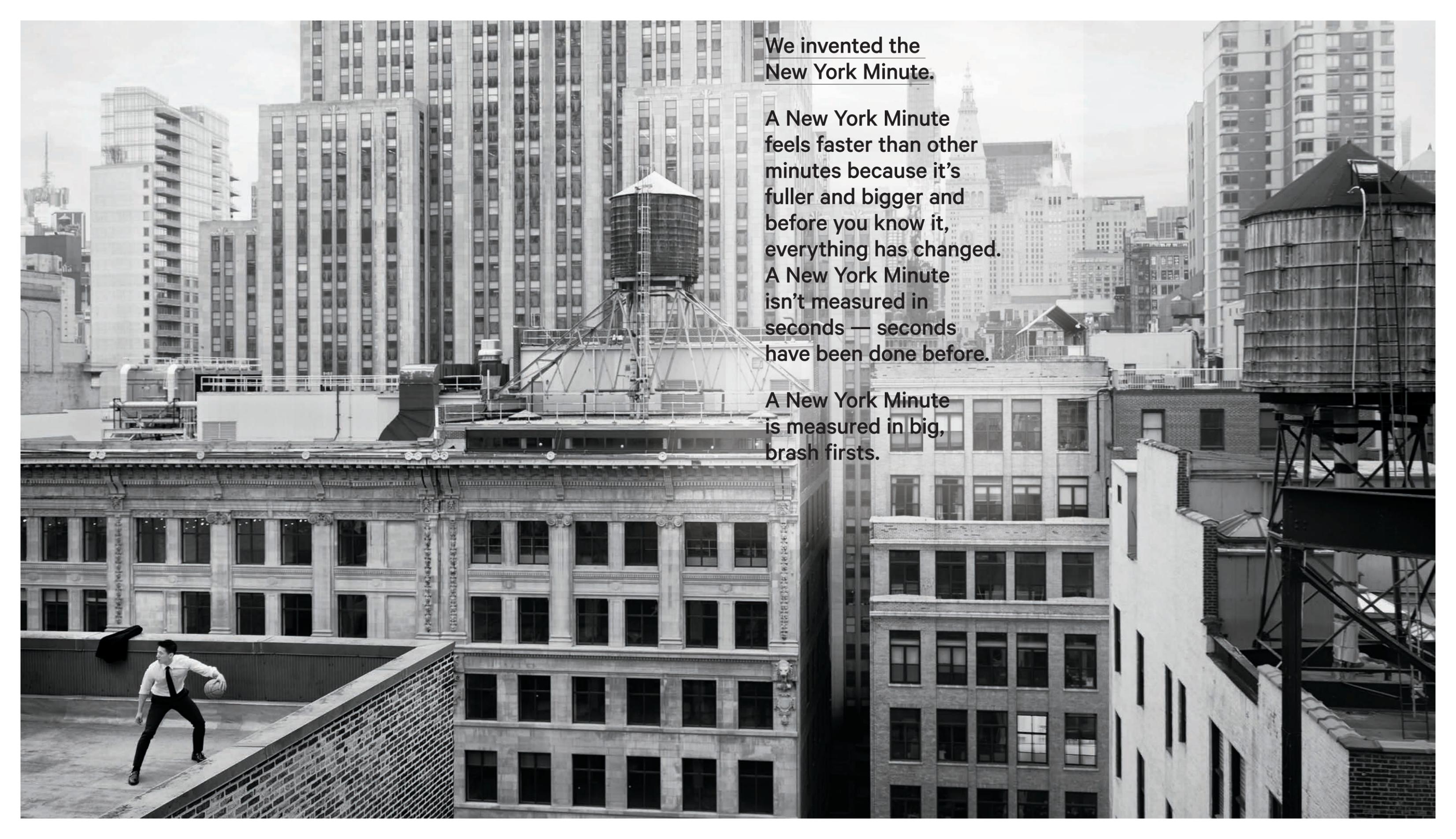
TIFFANY & CO.
NEW YORK

AUTOMATIC

SWISS MADE

28





**We invented the
New York Minute.**

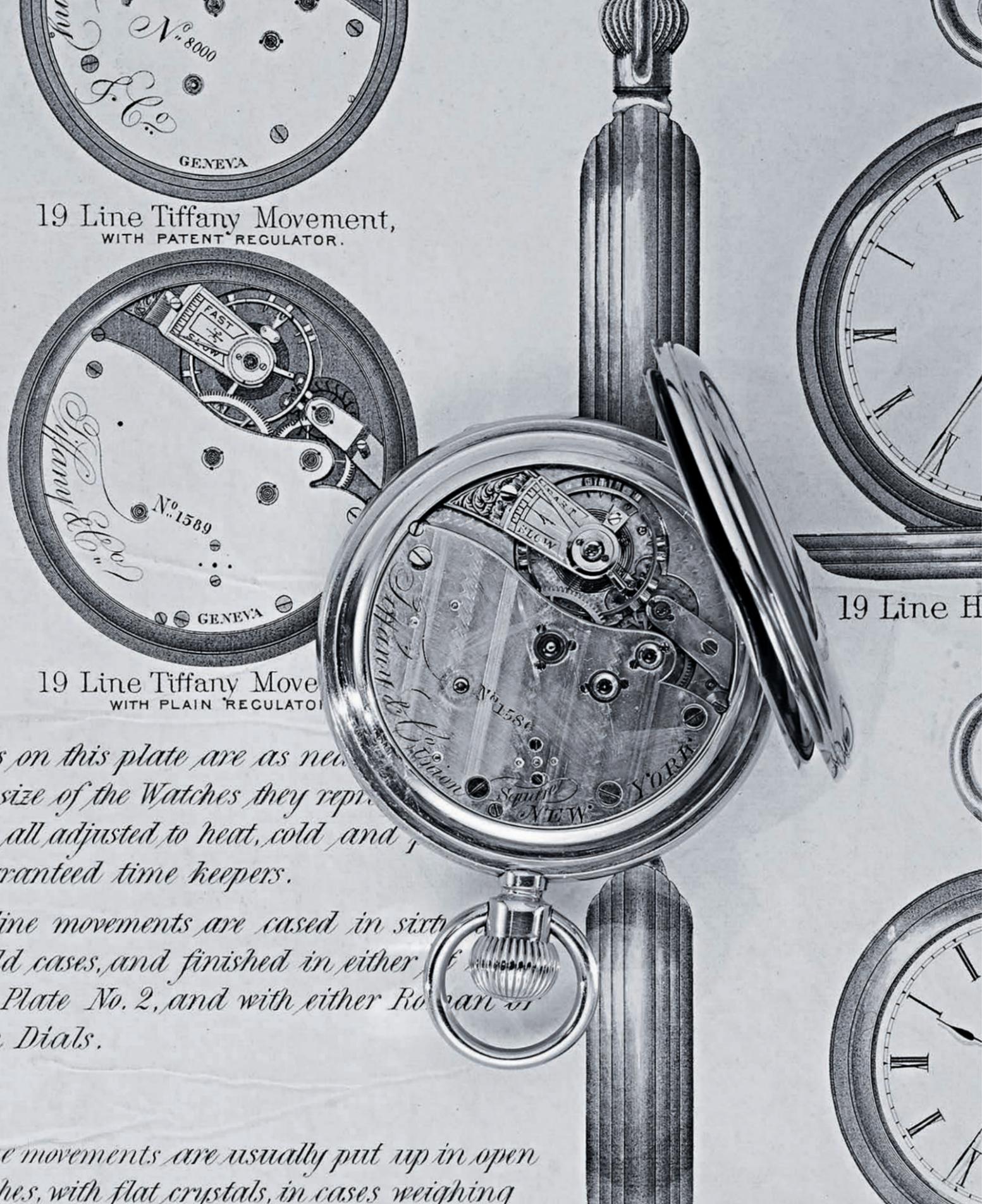
**A New York Minute
feels faster than other
minutes because it's
fuller and bigger and
before you know it,
everything has changed.
A New York Minute
isn't measured in
seconds — seconds
have been done before.**

**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.





19 Line Tiffany Movement,
WITH PATENT REGULATOR.

19 Line Tiffany Move
WITH PLAIN REGULATOR

19 Line H

*The cuts on this plate are as near
exact size of the Watches they represent
as possible, and are all adjusted to heat, cold, and
guaranteed time keepers.*

*The 19 line movements are cased in sixt
t. gold cases, and finished in either
on Plate No. 2, and with either Roman or
aphin Dials.*

*18 line movements are usually put up in open
Watches, with flat crystals, in cases weighing*

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.



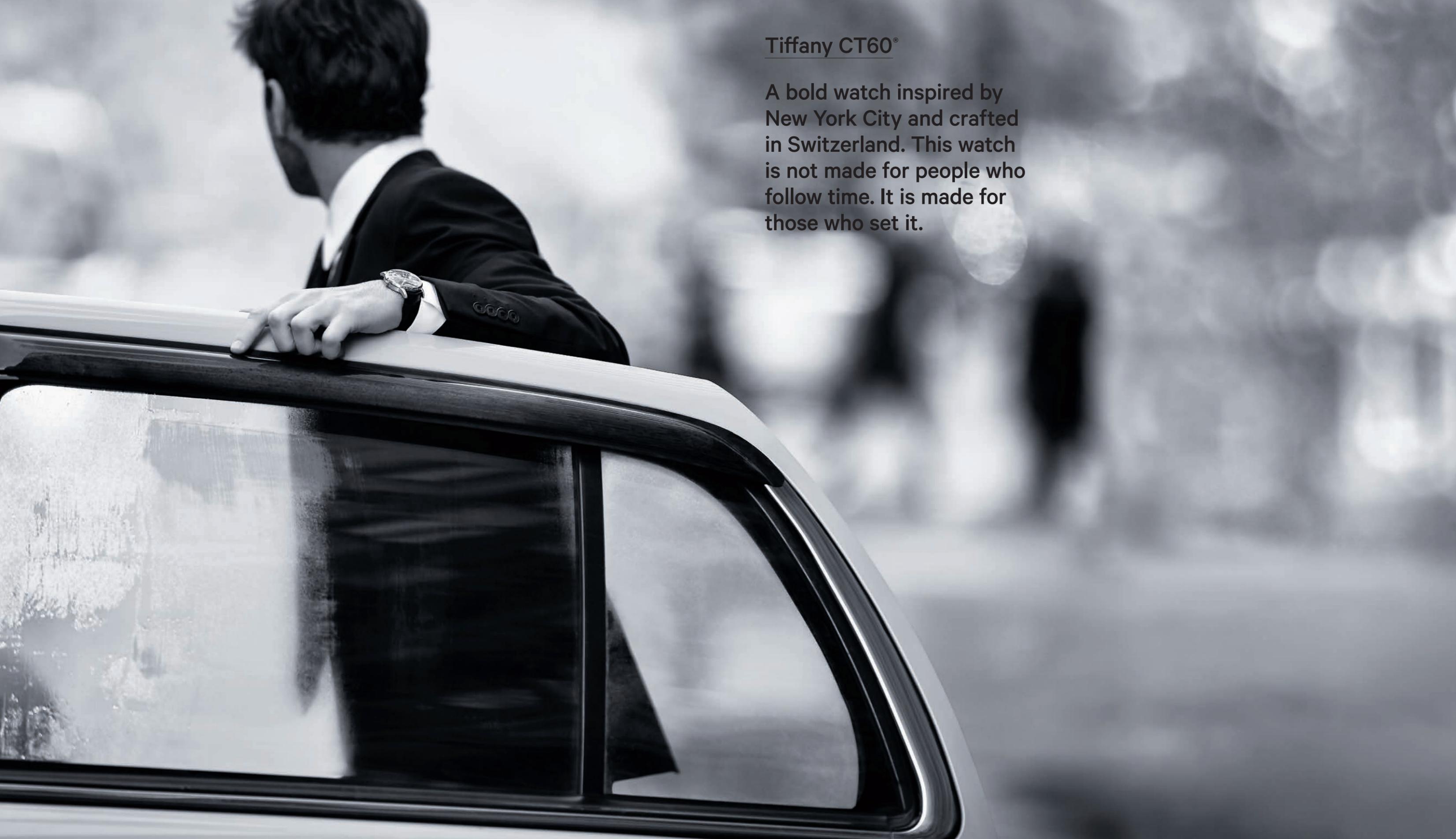


Made in Switzerland.
These words are
synonymous with the
finest watchmaking.

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.





Tiffany CT60® Calendar 40 mm

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 42 mm

The 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

Handsomely 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	MOVEMENT TCO.0215 Self-winding mechanical
CASE 40 mm in 18k rose gold	MOVEMENT DECORATION Côtes de Genève, Colimaçon and Perlage techniques
DIAL Brown soleil finishing with gold poudré numerals	POWER RESERVE 42 Hours
CRYSTAL Sapphire top and case back glass	WATER RESISTANCE 10ATM/100M/330F
STRAP Brown alligator	



10:10 A.M. PARK AVENUE, NEW YORK CITY



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

TCO.1116 Self-winding mechanical

MOVEMENT DECORATION

Côtes de Genève, Colimaçon and Perlage techniques

POWER RESERVE

42 Hours

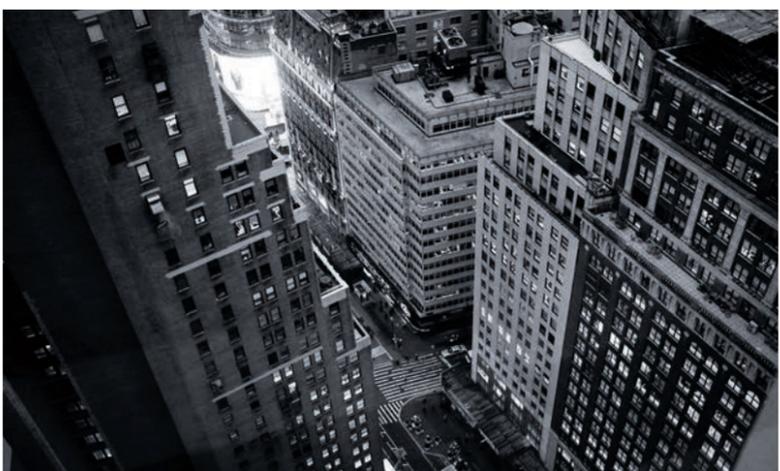
WATER RESISTANCE

10ATM/100M/330F



4:01 P.M., NOLITA, NEW YORK CITY





TIFFANY EAST WEST





Tiffany East West® 2-Hand 42 x 25 mm

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



6:44 P.M. FLATIRON DISTRICT, NEW YORK CITY



TIFFANY ATLAS





Atlas® 3-Hand 37.5 mm

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

TCO.1762 Quartz movement

WATER RESISTANCE

5ATM/50M/160F



Atlas® Chronograph 42 mm

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.

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

TCO.1763 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





9:17 A.M. MIDTOWN, NEW YORK CITY





TIFFANY COCKTAIL





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

STRAP

Black satin

BUCKLE

18k white gold buckle set with 19 round-cut diamonds

MOVEMENT

TCO.0900 Quartz movement

WATER RESISTANCE

3ATM/30M/100F



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

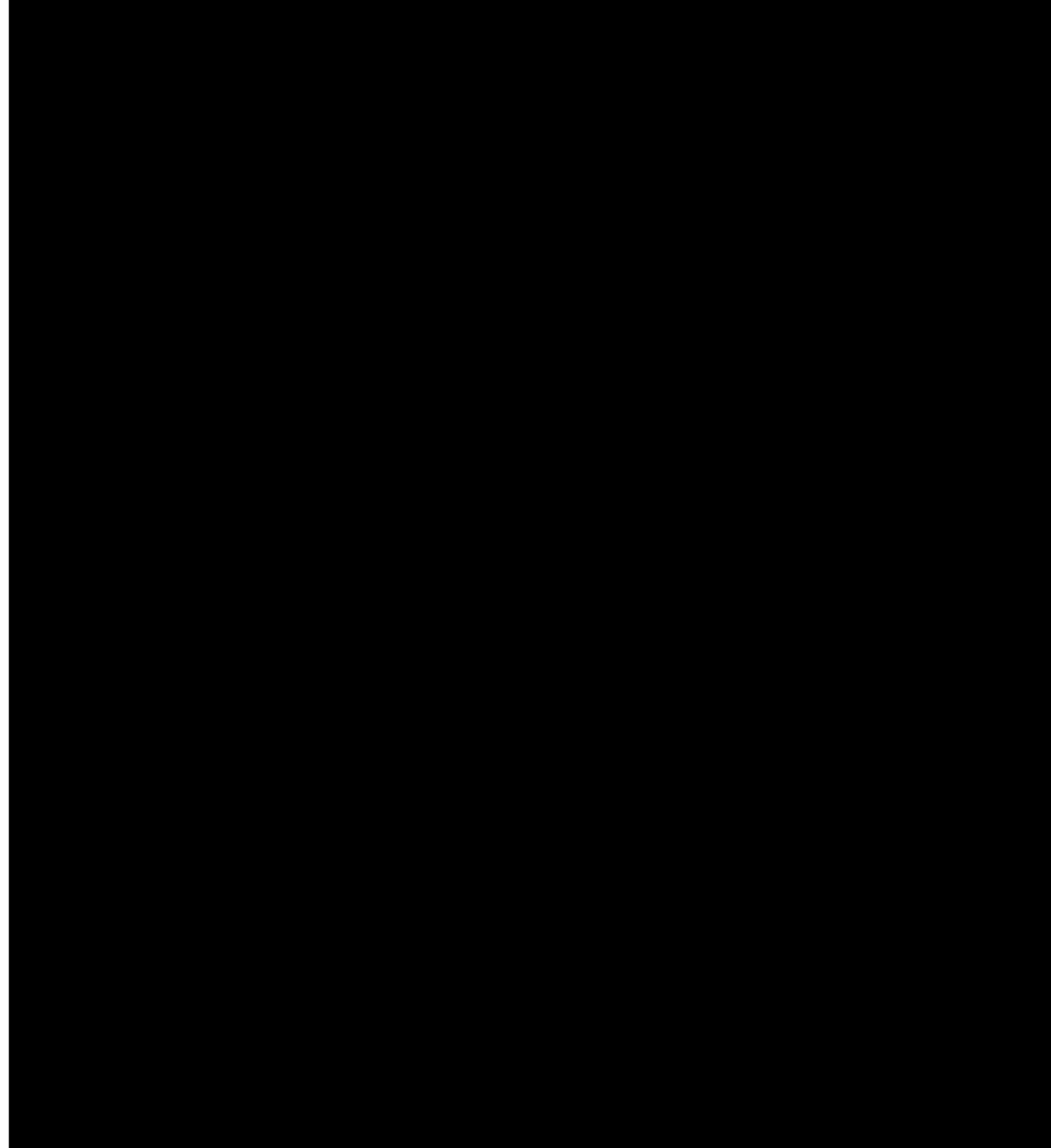
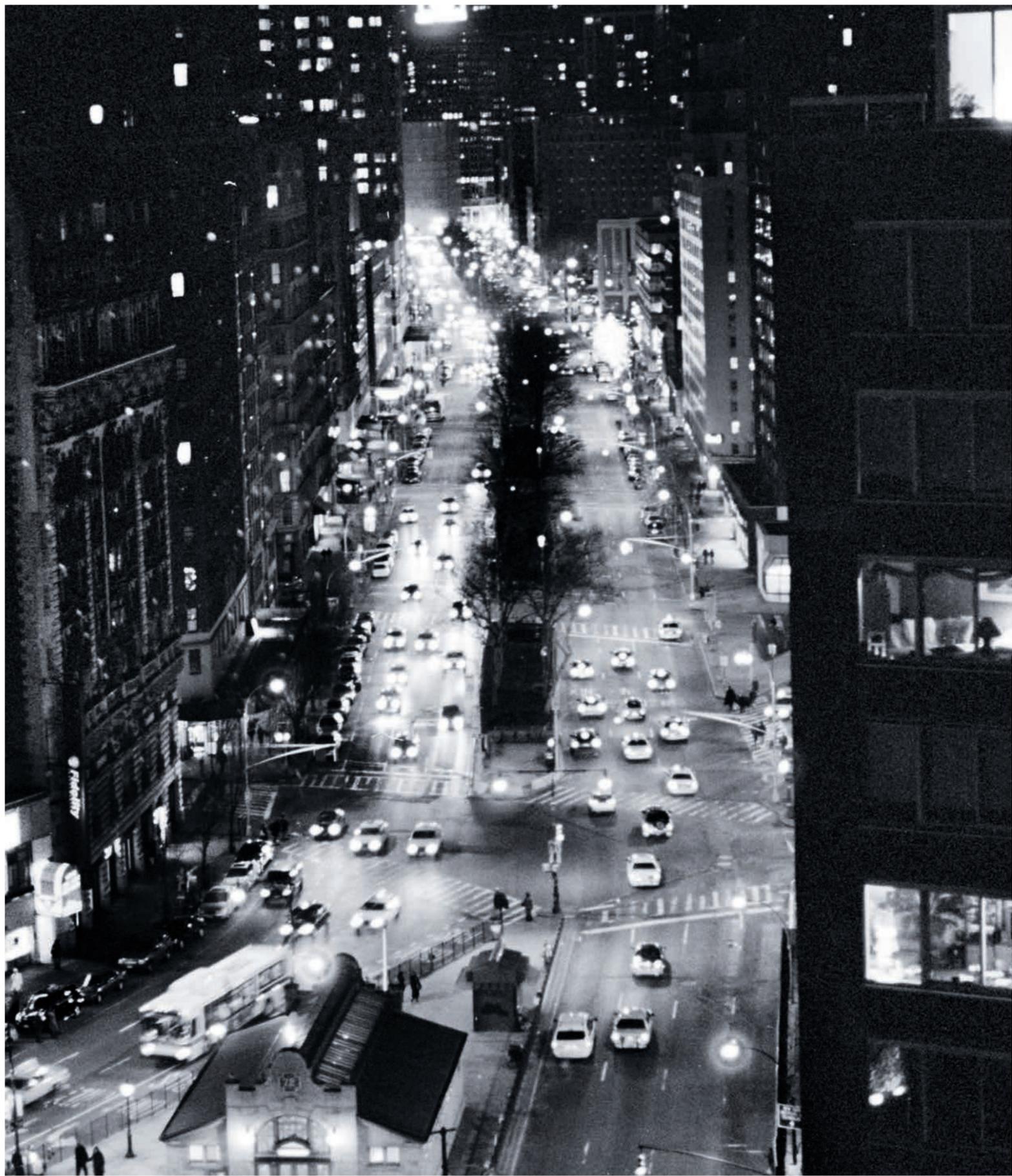
MOVEMENT

TCO.0900 Quartz movement

WATER RESISTANCE

3ATM/30M/100F

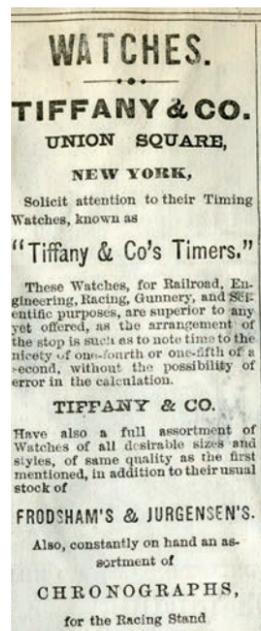




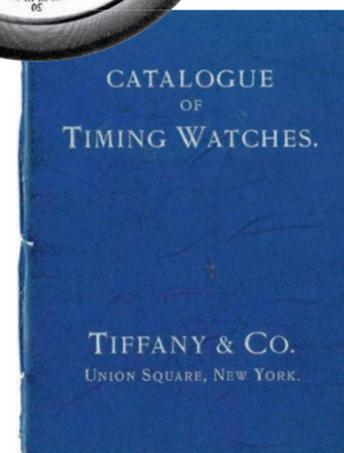
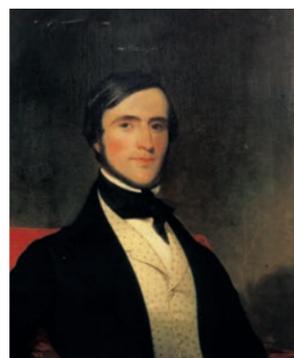
A Timeline of Tiffany Timepieces.

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.





TIFFANY 259 BROADWAY COR WARREN ST



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

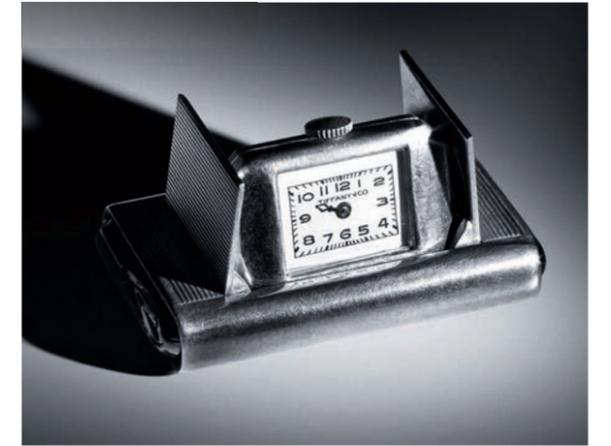
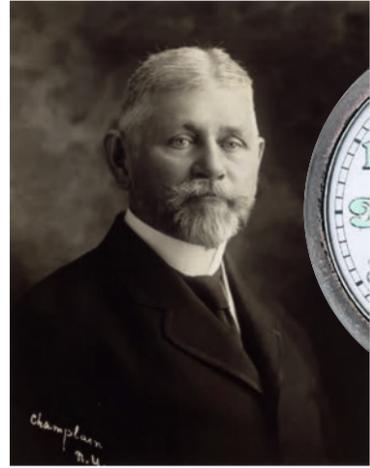
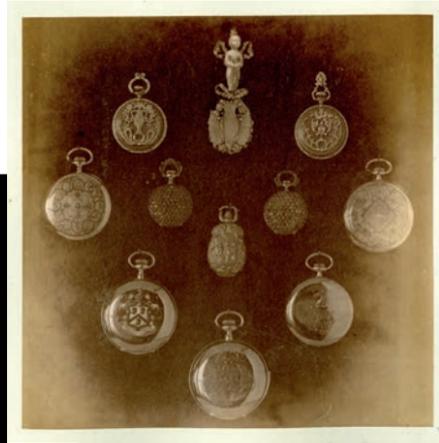
Tiffany introduces America's first stopwatch, the Tiffany Timer.

1874

Tiffany opens a massive four-story facility 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.



1945

President Franklin Delano Roosevelt receives a Tiffany watch as a birthday gift, which he wears to the historic Yalta Conference.



1972

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



1983

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



1993

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



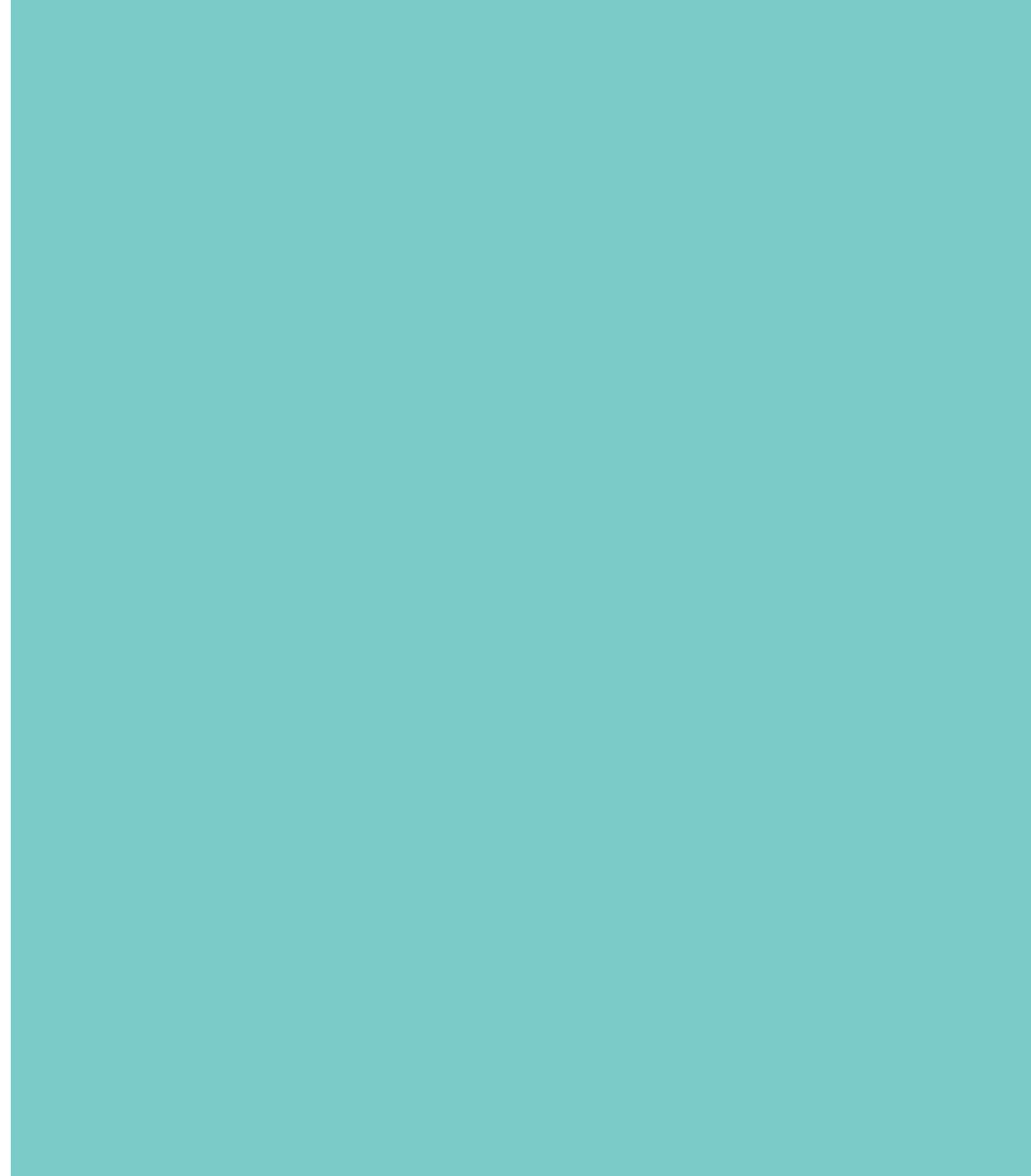
2009

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



2015

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](https://www.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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TIFFANY.COM

TIFFANY & Co.
NEW YORK SINCE 1837