

Tiffany & Co. introduces a new watch for this moment in time: The Tiffany CT60, inspired by founder Charles Lewis Tiffany—inventor of the New York Minute—and the city where he first opened his doors to a new world of style.

This dynamic collection reflects the cadence of modern life from the streets of New York to every pulsating point on the globe. The timepieces are infused with the energy and ambition summed up in the famous phrase—New York Minute—60 seconds of pure possibility. Mr. Tiffany introduced its greatest symbol in 1853, when he unveiled the nine-foot Atlas clock above his store—the same clock that today stands above the entrance of the company’s Fifth Avenue flagship. People relied on this unique public clock to keep their lives running on time. They came to rely on such precision at home, too. With the adoption of standard time in 1883, Tiffany & Co. began a weekly regulation of over 400 clocks owned by its customers. Mr. Tiffany was now a premier jeweler and watchmaker, whose Atlas clock embodied not just a reputation for excellence, but also New York’s history of innovation.

This celebrated legacy and centuries of Swiss watchmaking expertise unite in the Tiffany CT60. Inspired by a Tiffany & Co. gold watch given to U.S. President Franklin D. Roosevelt in 1945, the collection represents a seamless transition from historic to modern Tiffany design.

These masterworks are powered by movements of the finest Swiss pedigree. Time-honored techniques such as Côtes de Genève, Colimaçon and Perlage finishing result in extraordinary timepieces. The watches for men and women include a chronograph in stainless steel with self-winding mechanical movement, blue soleil finishing and silver poudré numerals. An 18 karat rose gold calendar watch with a 42-hour power reserve, shock-absorption system and sapphire crystal display back is created in a limited edition of 60, each numbered on the case back. Other timepieces include a 3-hand timepiece in 18 karat rose gold with gold poudré numerals and diamond bezel.

The Tiffany CT60 collection launches with respect for a great watchmaking tradition. It also recognizes the value of time and the groundbreaking ideas that come to life in moments of sheer brilliance.

The collection changes pace with the Tiffany East West. The timepiece literally turns the rules of watchmaking on its side, with a rectangular shape crisply defined in stainless steel and a black, white or blue dial.

The Tiffany CT60 collection starts at \$4,250 and Tiffany East West starts at \$3,500 both available at Tiffany & Co. locations worldwide.

Tiffany & Co. operates jewelry stores and manufactures products through its subsidiary corporations. Its principal subsidiary is Tiffany and Company. The Company operates TIFFANY & CO. retail stores in the Americas, Asia-Pacific, Japan and Europe, as well as in the United Arab Emirates and Russia. It also engages in direct selling through Internet, catalog and business gift operations. For more information, please visit [Tiffany.com](https://www.tiffany.com).

[@tiffanyandco](#) [#tiffanynyminute](#)