

TIFFANY&CO.

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Tiffany & Co. Introduces the Rope Watch, a Masterpiece Inspired by an Iconic Jean Schlumberger Motif That Blends Artistic Elegance with Inventive Watchmaking Technology

NEW YORK, NY (DATE)—As Tiffany & Co. continues to expand its creative horizons with new collections of jewelry watches inspired by legendary designs from its archives, Tiffany & Co. introduces the Rope watch by Tiffany.

Jean Schlumberger was one of the most important and influential jewelry and watch designers of the 20th century. During more than three decades at Tiffany & Co. starting in 1956, he created powerfully memorable jewels suffused with wit, whimsy and joyful extravagance. Showcasing Schlumberger's innovative use of precious metal, his Rope designs took inspiration from the tassels, braids and weaves that had become familiar to him while growing up in a prominent textile-manufacturing family in Alsace, France.

The twisted gold motif that defines the Rope jewelry collection has been translated into a timepiece that combines a distinctively contemporary aesthetic with highly innovative watchmaking technology. The Rope watch features Tiffany & Co.'s first solar-powered movement that combines high timekeeping precision with an exceptionally long power reserve (eight months without being exposed to sunlight). Sunny, cloudy, inside or outside, Rope is powered by light. The brighter the environment, the better.

A timelessly elegant design defined by concentric circles, the watch is presented in 18k yellow gold with the option of a white mother-of-pearl or glossy black dial. The wide bezel surrounding the dial is highlighted by two circles of polished gold rope separated by a ring of round brilliant diamonds. Tiffany & Co.'s designers demonstrate their passionate attention to detail by also featuring the rope motif on the minute hand. The 27 mm watch is set with 38 diamonds of nearly 0.52 total carats, and the 33 mm size features 39 diamonds of 0.9 total carats. Complementing the sparkle of the diamonds, the polished gold of the rope accents catches the light to create extra depth and dimension; its finely worked detail is a showcase of the expertise of Tiffany & Co.'s artisans. The case-back features an engraved sun logo and a diamond to represent this new collection.

Powering the Rope watch by Tiffany is a new solar movement designed in collaboration with and produced by the renowned Swiss movement manufacturer, La Joux-Perret. The advanced

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technology, which is very rare in jewelry watches and a first for Tiffany & Co., provides autonomous power to the watch for eight months when fully charged. Solar cells are set beneath the semi-translucent dial (mother-of-pearl or black), enabling the movement to charge. Outdoors on a sunny day, it takes just two minutes to charge the watch sufficiently to run for 24 hours.

The new Rope watch by Tiffany is a strong statement of Tiffany & Co.'s deep commitment to innovation and craftsmanship, harnessing an unparalleled legacy of design that blends originality and daring with timeless beauty. The mother-of-pearl dial is complemented by a Tiffany Blue® alligator strap and the glossy black dial is matched with a black alligator strap.

Technical Information – Rope Watch by Tiffany

- Size: 27 mm case or 33 mm case
- Function: Hours and minutes
- Material: 18k yellow gold case, crown and buckle
- Movement: High-precision Swiss Solar movement (La Joux-Perret)
- Diamonds:
 - 27 mm case: 38 diamonds of nearly 0.52 total carats
 - 33 mm case: 39 diamonds of 0.9 total carats
- Dial: Black or mother-of-pearl
- Caseback: Closed with engraved solar logo
- Strap: Tiffany Blue® alligator or black alligator
- Power reserve: Eight months
- Warranty: Five-year international limited warranty
- Swiss-made
- Styles:
 - SKU 75417314: 27mm - 18k yellow gold with mother-of-pearl dial
 - SKU 75417373: 33mm - 18k yellow gold with mother-of-pearl dial
 - SKU 75417330: 27mm - 18k yellow gold with black dial
 - SKU 75417357: 33mm - 18k yellow gold with black dial

About Tiffany & Co.

Tiffany & Co., founded in New York City in 1837 by Charles Lewis Tiffany, is a global luxury jeweler synonymous with elegance, innovative design, fine craftsmanship and creative excellence.

With more than 300 retail stores worldwide and a workforce of more than 14,000 employees, Tiffany & Co. and its subsidiaries design, manufacture and market jewelry, watches and luxury

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accessories. Over 3,000 skilled artisans cut Tiffany diamonds and craft jewelry in the Company's own workshops, realizing the brand's commitment to superlative quality.

Tiffany & Co. has a long-standing commitment to conducting its business responsibly, sustaining the natural environment, prioritizing diversity, equity and inclusion, and positively impacting the communities in which it operates. To learn more about Tiffany & Co. and its commitment to sustainability, please visit [tiffany.com](https://www.tiffany.com).

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