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**Tiffany & Co. Unveils a New Era of the Atlas® Watch Collection with a Modern Twist**

NEW YORK, NY (TKDate, 2025) — Tiffany & Co. today announces the relaunch of the iconic Atlas® watch collection. The epitome of contemporary elegance, the Atlas® watch was first created by Tiffany & Co. in 1983 and has remained in the collection continuously since then—a triumph of timeless style over passing trends. In 2025, Tifffany & Co. revisits this celebrated creation, bringing a fresh twist to the Atlas® aesthetic and equipping the watches with technically advanced movements.

The watch was created as an homage to the eponymous clock that founder Charles Lewis Tiffany installed above the entrance to his store at 550 Broadway in 1853. This clock, supported by a statue of the mythological Greek titan Atlas, was one of the earliest clocks on public display in Manhattan and quickly became a landmark and a symbol of precise timekeeping in the city. When Tiffany & Co. moved its flagship store to The Landmark at 727 Fifth Avenue in 1940, both the clock and the Atlas statue were relocated and continue to mark New York’s time to this day.

The new Atlas® collection is presented in three sizes: 29 mm, 34 mm and 38 mm, with a Tiffany Blue® dial on the smallest size and a choice of white or Tiffany Blue® on the larger sizes. Clean and contemporary in style, the dial is defined by bold Roman numerals and clean-lined indexes to mark the hours and faceted hands with brushed and polished finishes. With a wide circle defining the hours ring around its periphery, the new dial is an inspired reinterpretation of the classical sector dials of the mid-20th century. The beveled outer ring creates a clever optical illusion of depth and dimensionality, as if the indexes and Roman numerals have been chiseled into it.

The Atlas® watch is offered in a steel case with an integrated bracelet or with a brown leather strap on the 38 mm version. The 29 mm and 34 mm cases also offer the option of a diamond-set bezel. Different finishes catch and reflect the light, adding to the dynamism of the design: the bezel is polished, and the case sides are satin-finished; on the upper surface of the lugs, a satin-finished outer area contrasts with a polished section adjoining the bracelet attachment. On the integrated metal bracelet, the outer two rows of links are polished, and the central row is satin-finished. The faceted crown is polished and capped with a Tiffany Blue® disc bearing the House’s logo. In a nod to the clock that inspired the watches, the caseback is inscribed with Roman numerals in the same font as on the clock face. Water resistance of the case has increased to 10 ATM (1,000 meters / 330 feet), compared to 5 ATM for the previous model.

In a further technical upgrade, the collection is now equipped with two different movements, whereas previously, all movements were quartz. The 34mm and 38mm models are powered by self-winding mechanical calibers that provide a power reserve of 50 hours and display seconds, as well as hours and minutes. The 29mm model is fitted with a solar movement designed in collaboration with and produced by the renowned Swiss movement manufacturer, La Joux-Perret, signified by a solar logo on the caseback. Thanks to the advanced technology, it takes just two minutes outdoors on a sunny day to charge the watch sufficiently to run for 24 hours and four hours under standard indoor lighting. When fully charged, the watch can run autonomously for eight months.

With its quintessential allure and high technical functionality, the new Atlas® watch is a strong statement of Tiffany & Co.’s design ethos and its commitment to fine watchmaking, set to perpetuate the collection’s enduring appeal for decades to come.

**Atlas® 29 mm Watch | Technical Information**

* Size: 29 mm case
* Function: Hours and minutes
* Material: Steel case, hands, crown and buckle
* Movement: High-precision Swiss Solar movement (La Joux-Perret)
* Dial: Tiffany Blue®
* Caseback: Closed, engraved solar logo and Roman numerals
* Water resistance 10 ATM
* Bracelet: Brushed and polished steel bracelet
* Power reserve: Eight months
* Warranty: A five-year international limited warranty
* Swiss-made
* SKU 75417497
* SKU 75417535 – Diamond version (56 diamonds of 0.5 total carats)

**Atlas® 34 mm Watch | Technical Information**

* Size: 34 mm case
* Function: Hours, minutes and seconds
* Material: Steel case, hands, crown and buckle
* Movement: Self-winding Swiss mechanical movement
* Dial: Tiffany Blue® or Silver
* Caseback: Closed, with engraved Roman numerals
* Water resistance 10 ATM
* Bracelet: Brushed and polished steel bracelet
* Power reserve: 50 hours
* Warranty: A five-year international limited warranty
* Swiss-made
* SKU 75417551
* SKU 75417586 – Diamond version (60 diamonds of 0.81 total carats)
* SKU 75417608

**Atlas® 38 mm Watch | Technical Information**

* Size: 38 mm case
* Function: Hours, minutes and seconds
* Material: Steel case, hands, crown and buckle
* Movement: Self-winding Swiss mechanical movement
* Dial: Tiffany Blue® or sterling silver
* Caseback: Closed, with engraved Roman numerals
* Water resistance 10 ATM
* Strap: Brushed and polished steel bracelet or Brown calf leather strap
* Power reserve: 50 hours
* Warranty: A five-year international limited warranty
* Swiss-made
* SKU 75417640
* SKU 75417853
* SKU 75417624 - Brown strap

**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 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.

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