

ADVERTISING

## Tiffany examines timekeeping heritage to advance stance in market

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*Tiffany & Co.'s CT60 calendar watch*

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By JEN KING

U.S. jeweler Tiffany & Co. has captured “a New York minute” in its latest timepiece collection that heralds its heritage in the watchmaking space.

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**Luxury Daily**

Tiffany's CT60 collection drew inspiration from a piece found within the jeweler's archive and the legacy of the brand's founder Charles Lewis Tiffany, but were given modern updates to create a timepiece “for this moment in time.” Honoring codes of a brand, often recognizable by enthusiasts, in a new collection is a way to pay tribute to the past while progressing into the present.

"All mechanical watches are based on the past, not the future," said Al Ries, founder and chairman of [Ries & Ries](#), a Roswell, GA-based marketing strategy consultancy. "The future belongs to quartz watches and smart watches.

"Furthermore, many buyers of mechanical watches are collectors," he said. "They buy a watch not to wear, but to admire. So a historical connection might be very helpful in selling these watches to collectors.

"But the name is wrong. What is a CT60? Tiffany doesn't explain the meaning of the name.

And what does 'Inventor of the New York minute' mean? A New York minute is an 'instant,' or as Johnny Carson once said, the time between when the light turns green and the guy behind you honks his horn. There's no evidence that Tiffany invented the idea."

Mr. Ries is not affiliated with Tiffany, but agreed to comment as an industry expert.

**Tiffany** was unable to comment before press deadline.

A moment in time

The collection features timepieces for men and women, all of which are inspired by different aspects of Tiffany's heritage of watchmaking. The series also embodies the famous phrase, New York minute meaning 60-seconds of pure possibility.

Tiffany's involvement with timekeeping extends back to 1853 when Mr. Tiffany unveiled the nine-foot Atlas clock, which the public relied on to keep time before the wide availability of timepieces. Linking the past to the present, Mr. Tiffany's Atlas clock can still be seen above the main entrance at Tiffany's Fifth Avenue flagship in New York.

Also, in 1883 when standard time was adopted, Tiffany began to service more than 400 clocks owned by its clients.

For the CT60 collection, Tiffany selected an archival piece, a gold wrist watch, gifted to United States president Franklin D. Roosevelt in 1945.



### *President Roosevelt's Tiffany timepiece*

The updated collection is powered by Swiss watchmaking techniques such as Côtes de Genève, Colimaçon and Perlage finishing. Timepieces for men and women include stainless steel editions with a self-winding mechanical movement, bluesoleil finishing and silver poudré numerals.

Tiffany's CT60 also includes a limited-edition version, available in a numbered series of 60, in 18-karat rose gold calendar watch. Other versions include timepieces with a three-hand timepiece in 18-karat rose gold with gold poudré numerals and a diamond bezel.

An offshoot of the CT60 collection, the Tiffany East West "turns the rules of watchmaking on its side" with a rectangular-shaped case in stainless steel with either a black, white or blue face.

The collection ranges in price from \$4,250 to \$19,000, according to Women's Wear Daily.

For the campaign surrounding the CT60 collection, Tiffany continued the idea of a New

York minute by showing New Yorkers involved in everyday tasks such as walking, breakdancing and playing street hockey. A narrator states that within every 60-seconds there are 60 words, 60 firsts and the surrounding city is the pulse that drives these moments.

*Experience the Tiffany CT60™ minute. #TiffanyNYMinute Discover the Tiffany CT60™ collection: <http://bit.ly/1F6eQGF>*

*Posted by **Tiffany & Co.** on Thursday, April 2, 2015*

As reported by WWD, Tiffany will continue its marketing effort for the CT60 with four iconic New York men. For its digital look book and short film effort Tiffany worked with restauranter and celebrity chef Marcus Samuelsson, wide receiver for the New York Giants Victor Cruz, former fashion director of Bergdorf Goodman Nick Wooster and cofounder of auction house Paddle8, Alexander Gilkes. Ann Street Studio shot the campaign.

The short film clips, which as of press time have yet to shared on consumer-facing platforms by Tiffany, asks the four men what can happen in a New York minute.

Currently shared by Ann Street Studio, Mr. Cruz for instance explains that in his New York minute he brings the “same drive and passion [he puts] on the field to [his] time in New York. A true New Yorker pulls up their boots no matter, you just do what you have to do.”

Embedded Video: <https://player.vimeo.com/video/123951116>

*Tiffany's #TiffanyNYMinute, as seen on Ann Street Studio's Web site*

Heritage of luxury goods

Luxury brands often explore their heritages as a way to validate its products and show how they have stood the tests of time.

For example, French fashion house Dior is bringing its couture aesthetic to its perfumes with a bespoke jar.

At the beginning of Parfums Christian Dior, the scents were housed in glass amphoras, the shape of which was the inspiration for the J'adore bottle. Consumers can now experience Dior's heritage through customizable amphoras made by the brand's artisans ([see story](#)).

Although a common practice amongst luxury houses, the value placed on heritage varies among consumer demographics.

A report by the Luxury Institute found that millennials scrutinize investment value and heritage of purchases more than generation X'ers and baby boomers.

The study also found that millennials regularly search for one-of-a-kind items as a way to signal status. While brands often treat “showrooming” as a threat to brand integrity, the research that accompanies the trend indicates that improved customer service and

responsive multichannel efforts can turn the phenomenon into a benefit and a source for more revenue ([see story](#)).

Specific consumers may be interested in the collection given its historic connection and significance for Tiffany.

"Some will [be interested]," Mr. Ries said. "But it might take a lot of advertising or PR to generate interest in the watch. I don't think it's going to be a big seller."

Final Take

*Jen King, lead reporter on Luxury Daily, New York*

Embedded Video: [https://www.youtube.com/embed/w\\_JofUTsZEE](https://www.youtube.com/embed/w_JofUTsZEE)

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