

EVENTS/CAUSES

Harry Winston creates limited-edition timepiece in support of amfAR

February 10, 2016



Harry Winston diamond earrings donated for amfAR New York Gala auction

By STAFF REPORTS

Jeweler Harry Winston is continuing its three-year partnership with The Foundation for AIDS Research by creating its first consumer product specifically to benefit the organization.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246** ▶

The brand's Countdown to a Cure timepiece refer to amfAR's campaign of the same name, which aims to have the basis for a cure for the widespread disease by 2020. In addition to these new watches, Harry Winston will act as presenting sponsor of amfAR's annual Fashion Week New York Gala on Feb. 10.

Keeping count

Harry Winston's limited-edition Countdown to a Cure watches are part of the brand's Midnight Collection. Only 20 men's and 20 women's timepieces were produced.

The men's style features a white gold case with blue dial and a multicolored gradient, representative of the campaign's colors that fade like the anticipated eradication of AIDS. The women's edition is set with 12 diamonds and 19 gemstones of varying colors, including rubies and sapphires.

These timepieces are being sold exclusively in Harry Winston boutiques globally, with 20 percent of the sale price going towards amfAR.



Harry Winston Countdown to a Cure timepieces

Harry Winston's support of amfAR, which kicked off at the start of 2015, marks the first time the brand has teamed with a global organization. This represents the jeweler's growing global presence, as well as an increased focus on philanthropy.

Since announcing its partnership with amfAR, Harry Winston has supported the organization's events and goals through fundraising initiatives.

In May, Harry Winston lent support to The Foundation for AIDS Research gala and auction in Cannes, France, at which it auctioned off a bespoke diamond necklace made specially for the occasion.

Held annually during The Cannes Film Festival, AmfAR's Cinema Against AIDS, now in its 22nd year, has raised more than \$140 million to benefit the charity's research programs and media initiatives. Harry Winston, along with other sponsors and partners, will host the charitable and star-studded gala with AmfAR at Htel du Cap, nearby Cannes ([see story](#)).

The jeweler's three-year partnership with amfAR is the biggest corporate alignment in the nonprofit's history, centering on direct monetary support and in-kind donations. Harry Winston will be a presenting sponsor at 27 galas during the partnership, and is a head sponsor of amfAR's Countdown to a Cure, which aims to uncover a scientific cure for HIV by 2020 by putting \$100 million in research funds toward the project over the next five years ([see story](#)).

So far, Harry Winston has helped amfAR raise more than \$53 million.

"We are proud to introduce the new Countdown to a Cure Timepiece and further strengthen our commitment to amfAR," said Nayla Hayek, CEO of Harry Winston, Inc.

"Through Harry Winston's support, amfAR has been able to make significant research investments into cutting-edge research studies that address the remaining roadblocks to a cure," she said. "It is our hope that through our continued partnership, amfAR will be able to advance its efforts to end the global HIV/AIDS epidemic, giving millions of individuals around the world a more brilliant and healthy future."