

JEWELRY

DFS, Titoni bring 1960s flair to one-of-a-kind timepiece

May 7, 2019



Titoni's collaboration timepiece with DFS. Image credit: Titoni

By STAFF REPORTS

Duty-free retailer DFS is adding another partnership to its belt for a limited-edition timepiece.

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

Working with Swiss watchmaker Titoni for the first time, DFS will release an exclusive Titoni Airmaster watch. The watch will be featured in two-tone rose gold, available at select DFS Galleries and stores at airports worldwide.

"DFS is delighted to be partnering with Titoni for the first time to offer this exclusive and timeless piece for our discerning traveling customer," said Ariel Gentzbourger, executive vice president merchandising at DFS Group, in a statement. "This elegant and sophisticated Airmaster watch demonstrates DFS' and Titoni's shared vision to offer extraordinary pieces to our customers, backed by a passionate commitment to quality."

Classic fair

DFS and Titoni cite the 1960s for inspiration behind the design, focusing on understated luxury. In addition to the rose gold, the dial is featured in roman numerals for "classic flair," DFS describes.

The watch has a two-tone bracelet and has a double fold-over buckle with pushers as well as a silver sunray brushed watch dial set with 12 roman numerals.

Equipped with Luminova technology, the Airmaster allows wearers to see the time even in the dark.

"When a customer purchases a Titoni watch, he is actually showing us a mirror through which we can see the reflection of ourselves," said Daniel Schluep, CEO of Titoni, in a statement. "We are always reminded of our long-held philosophy that our only satisfaction is the satisfied customers."



Titoni's special watch. Image credit: Titoni

DFS is often collaborating with luxury brands for special editions, especially watchmakers.

Swiss watchmaker Longines also highlighted its 50-year relationship with the duty-free retailer with a commemorative timepiece.

The DFS Special Edition was available at the retailer's airport stores and its T Galleria locations worldwide, starting Jan. 1. Longines' special edition model is a version of its Master Collection and was available in two sizes ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.