

WATCHES AND JEWELRY

Tom Ford debuts world's first high-end watch made entirely of plastic

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By LUXURY DAILY NEWS SERVICE

U.S. fashion giant Tom Ford, as part of its commitment to a sustainable environment, will soon launch the world's first high-end watch made completely from ocean plastic.

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The Tom Ford Ocean Plastic Timepiece will debut in November, made in partnership with suppliers who are similarly focused on the global plastic waste issue. Buying the Swiss-made watch removes the equivalent of 35 bottles of plastic waste from the ocean.

"In my opinion, ethical luxury is the greatest luxury of all," said brand cofounder Tom Ford in a statement.

"The Tom Ford customer is sophisticated with a heightened awareness of the issues facing our planet and the responsibility we have to protect it," he said.

"Sustainability is a key issue in our lives right now. In particular, the amount of ocean plastic that we are generating is perhaps taking the greatest toll on our environment of all."

Calling timeout

Each year more than 8 million tons of plastic waste is dumped in the oceans.

Tom Ford follows in the footsteps of British handbag and leather goods brand Anya Hindmarch with its "I Am A Plastic Bag" campaign and product that sold out in February ([see story](#)). The handbag was made from a new fabric created from recycled plastic bottles and coated with recycled plastic windshields.

The Tom Ford Ocean Plastic Timepiece is made from plastic collected in oceans, along coastlines and on uncontrolled landfills.

The material used in the watch has no virgin or non-ocean-bound plastic and is traceable to the collection source.

Transportation of the ocean plastic granules is carbon neutral and the compounding in Switzerland is powered by solar energy, the company claimed.

Not in the league of traditional high-end Swiss watches, the Tom Ford Ocean Plastic Timepiece costs \$995.

The watch will retail online at [TomFord.com](https://www.tomford.com) and in the 100 company stores and shop-in-shops worldwide.

"For every 1,000 Ocean Plastic Timepieces we produce and sell, we permanently remove and prevent 490lb of plastic waste from entering the ocean," Mr. Ford said.