

WATCHES AND JEWELRY

Tiffany & Co., Patek Philippe release exclusive Nautilus timepieces

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The timepiece will have Tiffany's robin's-egg blue face and will be sold at select Tiffany boutiques. Image credit: Patek Philippe

By LUXURY DAILY NEWS SERVICE

LVMH's Tiffany & Co. and Swiss watchmaker [Patek Philippe](#) have joined forces to release a special version of the Nautilus Ref. 5711 watch.

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In celebrating the watchmaker and jeweler's 170-year partnership, Patek Philippe is making 170 special versions of its most popular watch. The timepiece will have a Tiffany robin's-egg blue face and will be sold at select Tiffany boutiques.

"Tiffany & Co. is honored to partner with Patek Philippe on this special timepiece to mark 170 years together," said Alexandre Arnault, executive vice president of product and communications at Tiffany & Co., in a statement.

"The Nautilus is one of the most iconic designs offered by Patek Philippe and we are proud to introduce this special edition featuring Tiffany blue dials to our most discerning clients."

Celebrating a meaningful relationship

Tiffany & Co. was Patek Philippe's first official retailer in the United States and began selling the watchmaker's timepieces in 1851.

Earlier this year, Patek Philippe announced that the Nautilus Ref. 5711, the watchmaker's most popular watch, would be discontinued. Thierry Stern, president of Patek Philippe, promised there would be offerings to commend the model.

At the very end of the year, in came Tiffany & Co. The jeweler is the only retailer in the world with rights to cobrand timepieces with Patek Philippe, and both organizations' logos appear on the new timepiece.

The timepiece has all of the signature makings of the Nautilus Ref. 5711, and its casing is inscribed with "170th Anniversary 1851-2021 Tiffany & Co. - Patek Philippe." Only 170 pieces will be made available.



The auction was held on the SMART platform, a first-of-its-kind NFT and non-fungible asset (NFA) platform, over a three-day period. Image credit: SMART NFT

Last month, Patek Philippe was the latest luxury brand to enter the NFT space, after a client created the first NFT of one of the brand's timepieces.

The rare Nautilus model from the Swiss watchmaker is now embodied in an NFT, created by a private owner of the watch in the Middle East. The auction was on the SM-ART platform, an NFT and non-fungible asset (NFA) platform, over a three-day period ([see story](#)).

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