

WATCHES AND JEWELRY

Tiffany auctions Patek Philippe watch for conservation

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Tiffany hopes to alleviate the pressures of climate change in five key regions. Image courtesy of Tiffany & Co

By LUXURY DAILY NEWS SERVICE

LVMH's Tiffany & Co. has announced it will donate \$6.5 million to support The Nature Conservancy (TNC) through the auction of a Patek Philippe Ref. 5711 Nautilus [watch](#) featuring a Tiffany Blue dial.

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For the last two decades, the Tiffany & Co. Foundation has supported the preservation of landscapes, seascapes and other ecosystems, including grantmaking for The Nature Conservancy. The funds will help accelerate conservation efforts in five regions currently facing issues with climate change as well as biodiversity loss: Papua New Guinea, Indonesia, the Caribbean, Belize and Alaska.

"The Nature Conservancy works around the world to address some of the biggest challenges facing the planet, our economies, and our communities," said Jennifer Morris, CEO of The Nature Conservancy, in a statement.

"Food security, access to safe and clean water, air quality, and forests, oceans, rivers, and grasslands all depend on a healthy relationship with nature," she said, "Tiffany & Co. has mobilized funds that will support our efforts to scale solutions in some of the world's most threatened and critical places."

Conservation is key

Papua New Guinea is home to nearly 10 percent of the earth's terrestrial biodiversity. The funding from Tiffany will help to protect habitats across more than 7 million acres of tropical forests and nearby marine areas.

Borneo, Indonesia is the world's third-largest island and home to 54 million acres of rainforests. These rainforests have a wide variety of wildlife and plant species, including the endangered orangutan. Part of the \$6.5 million funds will go to supporting local partners in protecting and restoring these forests.



The Patek Philippe Ref. 5711 Nautilus watch featuring Tiffany's robin-egg blue dial. Image credit: Patek Philippe

The Caribbean is home to vibrant coral reefs and a variety of marine life, and Tiffany hopes to restore and preserve threatened coral reefs and help improve the habitats across 17 countries in the region.

The jeweler will also help to conserve 236,000 acres of Belize's Maya Forest which is home to jaguars, howler monkeys and hundreds of bird species.

Alaska's Tongass National Forest is part of the largest remaining coastal temperate rainforest on Earth. It is also the ancestral territory of the Tlingit, Haida and Tsimshian people.

Funding from Tiffany will support the Seacoast Trust initiative, which provides capital to Indigenous communities to fund local projects and transition the region toward sustainable jobs and alternative economic opportunities.

Conservation is a major part of LVMH's and its groups' sustainability strategies. Last summer, the conglomerate partnered with environment nonprofit organization Canopy in an effort to further emphasize the importance of environmental responsibility.

According to Canopy, more than 3.2 billion trees are cut down every year to produce paper packaging or to make fabrics like viscose and rayon for clothing. Canopy's Pack4Good and CanopyStyle initiatives work in partnership with brands to change supply chains, save forests and bring alternative NextGen Solutions from the margins of the marketplace to the mainstream ([see story](#)).

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