



# TISSOT

SWISS WATCHES SINCE 1853

## **Tissot T-Touch Swiss Edition An anniversary and a tribute**

An authentic icon of Swiss watchmaking, the Tissot T-Touch celebrates its 20th anniversary. This tactile and multifunctional electronic watch has constantly evolved, won over wearers and all the sectors where Tissot is present. In 2019, the first stage of the celebrations of this Tissot range starts with the launch of the T-Touch Swiss Edition, a tribute to the specific genius of the population of the Swiss mountains.

### **Chocolate**

It stands out with its satin titanium body crowned by a chocolate brown ceramic bezel. Its strap is cut from pieces of brown leather with beige-cream over stitching. These colours and materials are an allusion to old-fashioned climbing equipment. For this special edition is a two-pronged tribute to Switzerland.

It celebrates the Jura and Alpine mountains that have forged the soul of Switzerland. A watch designed for mountain adventure, hiking, via ferrata or summer sledding, it takes full advantage of the features of the T-Touch Solar Expert 2 platform, including its solar recharge.

### **Switzerland!**

It also showcases the hard-working and courageous culture of the mountains, with two Swiss emblems. The first is engraved on the back of the T-Touch Swiss Edition. It is the coat of arms of the Swiss Confederation. It is also present on the fabric lining of this special edition's wooden presentation box.

The second is a detail, both visible and discreet. On the upper part of the dial, the part containing the photovoltaic cells that supply the T-Touch Expert Solar 2, Tissot has printed a pattern consisting of edelweiss and vertical bands. It comes from the traditional costume of *armailli* shepherds who have made the Alpine pastures their home.

### **Origins**

In 1999, Tissot revolutionised the watchmaking industry by launching the first tactile watch in the world, the T-Touch. By combining its innovative spirit with tradition, its watchmaking expertise with technologies developed for it by the R&D entities of the Swatch Group, Tissot launched a pioneering watch.

## Assets

Its intuitive interactive system. Its ability to constantly evolve. The breadth of its functions. The variety of its applications: urban, mountain, sea, for motor-racing or yacht racing. The extreme simplicity of use based on advanced ergonomic research. For these many assets, the T-Touch is the essential watch for the early 21st century and a consistent Tissot best-seller.

## Emblem

Defying expectations, the T-Touch has become an emblematic watch of Swiss know-how. It is not mechanical, yet successive T-Touch generations have succeeded in representing the best of what Swiss watchmaking can imagine. In electronics, in system integration, watchmaking and design, this collection proves that Tissot is determinedly forward-thinking. Established since its foundation in 1853 in the small Jura town of Le Locle, it has always taken advantage of its location and its Swiss culture to expand worldwide. The coat of arms of the Confederation and the *armailli* pattern, a key component of Swiss folklore with yodelling, the Kuhreihen and the Alpine horn, are far from clichéd. They represent an authentic pride. This pride includes Tissot in the cultural heritage of Switzerland and continues to write its history.

## Features

- Titanium case, satin finishing
  - Diameter 45 mm; thickness 13.1 mm; 78 grams
  - Engraved titanium pushers
  - Engraved satin titanium case back
  - Chocolate brown ceramic bezel
  - Luminescent wind rose markings
  - Scratch-resistant and tactile sapphire crystal
  - Water-resistant 100 m (10 ATM)
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- Tactile, solar recharged quartz movement
  - ETA E84.301 calibre
  - End of life (EOL) battery indicator
  - Barometer
  - Altimeter
  - Altitude change
  - Compass
  - Regatta
  - Countdown
  - Chronograph with split and journal functions
  - Two alarms
  - Back-lighting
  - Second time zone
  - Perpetual calendar
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- *Armailli* patterned dial on photovoltaic cells
  - Digital display sector

- Luminescent skeleton hands
- Brown leather strap with beige-cream overstitching
- Titanium pin buckle

The plus sign in the Swiss Flag within the Tissot logo symbolises the Swiss quality and reliability Tissot has shown since 1853. The watches, sold all over the world, enable Tissot to be the leader in the traditional Swiss watch industry, exporting more than 4 million watches every year. Tissot stands by its signature, Innovators by Tradition. The high quality of the brand with every component is recognised worldwide.

Tissot has been named Official Timekeeper and Partner of many global events such as basketball with the NBA and FIBA; cycling with the Tour de France and the UCI World Cycling Championships; motorsports with MotoGP™ and the FIM World Superbike Championship and many more besides in the sports of ice hockey, fencing and rugby.

Key leading products include: Tissot T-Touch (The first tactile watch in 1999). Tissot Le Locle, a timeless, classic, automatic watch with 80 hours of power reserve. Tissot T-Race, "the sporty design".