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Tiffany Timepieces

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A survey of the design and development of "Tiffany Timers" traces their evolution since the time of their inception 150 years ago, discussing the role Tiffany has played in making the watch a collector's piece and fashion accessory, in a lavishly illustrated volume that features work studies of key designers.

From Publishers WeeklyIn this beautifully illustrated volume, the design director of the iconic jewelry house Tiffany Co. catalogues a handsome display of watches and clocks dating from the mid19th century, when Tiffany surfaced as the "premier purveyor" of high-end timepieces. Prefacing the series of full-page photographs with a rather sedate history of the watch, Loring explains how advances in industrial science after the Civil War enabled Tiffany, with the help of Swiss-based Patek Philippe, to produce watches of both technological and social cachet. Even as factories churned out "dollar" watches with utilitarian character, Tiffany kept up its reputation of extravagance, distinguishing itself with ornate creations like the pink enamel and gold chatelaine timepiece that resembled a wild rose and the

cherrywood hall clock with leaded glass panels. One clock, bought by California hotel impresario Elias J. "Lucky" Baldwin in 1876, cost the equivalent of several hundred thousand dollars and was a landmark in the Baldwin Hotel.

Other prized pieces adorned the wrists, pockets and necks of affluent clients such as William Vanderbilt and J.P. Morgan. Close-up photographs reveal the fine craftsmanship of the Tiffany creations, from vintage gold filigree and jewel-encrusted pieces to the bold geometric stylings of modern designs. This book slides out of a full-color, die-cut slipcase package as eye-catching as the watches within. Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. About the Author John Loring is the former New York Bureau Chief of Architectural Digest and a contributing writer for over 30 years, and is the former Design Director for Tiffany Co. He has written over 25 books on style and social history. A graduate of Yale University, Loring completed four years of graduate studies at the *ecole des Beaux-Arts* in Paris, and has an honorary Doctorate of Fine Arts degree from Pratt Institute.