

New, TF Est. 1968.

Tourbillon cufflinks, the latest fashion statement.

TF Est. 1968, the brand of the moment, may already be seen adorning the cuffs of many a man's shirt. In the world of fun accessories, its Tourbillon cufflinks are a witty nod to the world of watchmaking: men can be fashion victims too. Hard-wearing and hugely accessible price-wise.

Symbolizing a certain subtle refinement in modern man's dress codes, cufflinks emerged at the dawn of the 17th century. They were an indication of social rank and allowed gentlemen of that bygone age to out-rival one another in their originality. To this day, they never fail to brighten up an austere suit, attract admiring glances and celebrate an individual's difference.

Watchmaking enthusiasts and elegant dandies can all rejoice! The Swiss brand TF Est. 1968 is inaugurating its arrival on the trendy-yet-accessible luxury markets with a particularly attractive cufflink model called the "Tourbillon".

«
A voyeuristic display of watchmaking skill adorning the shirt cuff...

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"Tourbillon" cufflinks

Encased in a cage of steel sporting an array of carbon details, a watchmaking mechanism in perfect working order accompanies every movement of the wearer's wrist. Through what appears to be the transparent crystal of a watch case, the eye is beckoned towards a voyeuristic display of technical achievement. Design-wise, the lack of conventional stem accentuates the functional aspect of the piece, preventing it from rotating on its own axis. A neat and snappy precision spring clasp system holds the piece in place, anchoring it firmly to the shirt.

The particularly robust TF Est. 1968 cufflinks are air- and watertight and resistant to shocks and aggressions of all kinds. Already other versions in yet further reference to the world of mechanical watchmaking are ready to be rolled out as we speak. And as ever, a distinctive mark of this brand, they are hugely accessible price-wise.

www.tfco.ch

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TF Est. 1968 cufflinks

New for 2011, TF Est. 1968.

Tourbillon cufflinks, gold and diamond version.

Fast becoming an accessory highly prized for its difference, the *Tourbillon* cufflinks by the Swiss brand TF Est. 1968 are available in yellow gold, rose gold or white gold, with or without diamond-studded bezel. Above all, built to last, but also excellent value for money and hugely accessible.

These fun tech accessories lend themselves readily to occasions calling for discreet embellishment, as well as more extravagant displays of ostentation. They symbolise a certain subtle refinement. The precious gold and diamond-studded version has arrived on the market at a time when the *Tourbillon* steel model is fast becoming a best-seller among the elegant set and watchmaking enthusiasts. And sweeping the world from Switzerland to the US and the UK beyond (one of the most responsive markets), the current "gotta have it" climate, combined with a desire to co-ordinate one's cuffs with an ever varying wardrobe, is fuelling the phenomenon even further.

Symbolising a certain subtle refinement in modern man's dress codes, and even in today's daring female circles, cufflinks emerged at the dawn of the 17th century. They served as an indication of social rank and allowed gentlemen of that bygone era to out rival one another in originality. Today, thanks to the Swiss brand TF Est. 1968, a key player on the luxury trend market, they are brightening up plain suits, attracting admiring glances and celebrating an individual's difference.

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**Yellow gold, rose gold or
white gold, with or
without a diamond edging...
the ever-present tourbillon
adorns the shirt cuff...**

»



«Tourbillon» cufflinks

A voyeuristic display of watchmaking

Encased in a cage of steel sporting an array of carbon details, a watchmaking mechanism in perfect working order accompanies every movement of the wearer's wrist. Through what appears to be the transparent crystal of a watch case, the eye is beckoned towards a voyeuristic display of technical achievement. Design-wise, the lack of conventional stem accentuates the functional aspect of the piece, preventing it from rotating on its own axis. A neat and snappy precision spring clasp system holds the piece in place, anchoring it firmly to the shirt.

The particularly robust TF Est. 1968 cufflinks are air- and watertight and resistant to shocks and aggressions of all kinds. They lend themselves readily to other interpretations, in yet further reference to the world of mechanical watchmaking. And as ever, the distinctive marks of the TF Est. 1968 brand are its rare technical craftsmanship, combined with hugely accessible, value-for-money prices.

Precious metal versions

18K solid rose gold, chocolate ground, with or without diamond edging on bezel

18K solid yellow gold, anthracite-coloured silvered carbon ground

18K solid white gold, black carbon ground

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Rollerball pen, TF Est. 1968

New for 2011, from TF Est. 1968.

Tourbillon writing instruments, inspired by the world of watchmaking.

The ideal complement to the cufflinks that made the Swiss brand TF Est. 1968 a leading light among the elegant set and watchmaking enthusiasts, the *Tourbillon* Rollerball pen is the latest addition to a range of fun, trendy products offering accessible quality.

Clipping easily to a jacket lapel, as equally at home in a gentleman's shirt pocket as it is slung nonchalantly in the bottom of a ladies' handbag, the *Tourbillon* Rollerball pen upholds all the characteristics of a Swiss brand that has whole-heartedly adopted a fun, differentiating approach, without losing any of its high-tech identity. But the cherry on top of the cake is seated at an angle of 45 degrees beneath a transparent crystal: a fully operational watchmaking mechanism, all its movements open to view.

A study in streamlined seduction, exuding sheer elegance and comfortable to handle, the *Tourbillon* Rollerball pen by TF Est. 1968 is also the embodiment of elaborate design and technical craftsmanship: meticulous choice of materials, scrupulous attention to proportions and distribution of volumes, ergonomic shapes. The result is a pleasantly tactile object, aesthetically curvaceous and intelligently functional. An elegant cutaway clip sporting a pierced TF logo makes for a calligraphic, lifestyle statement, while the bodywork is a minimalist arena for the stylised carbon motifs that are now an indissociable element of the TF Est. 1968 brand.

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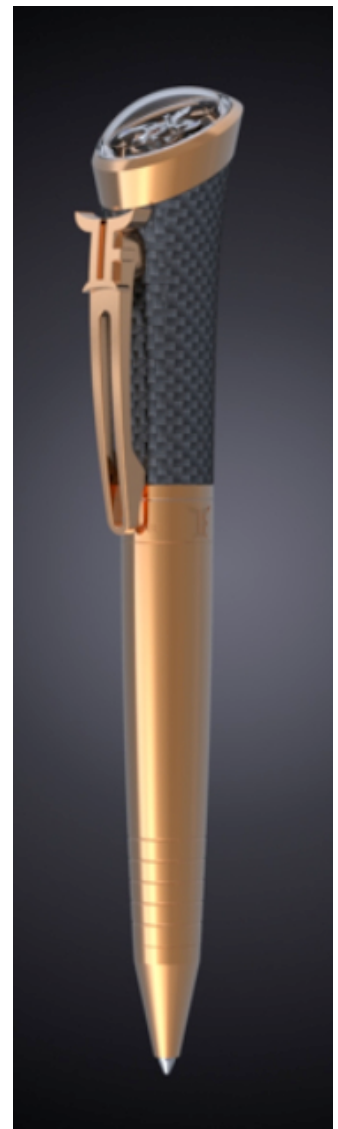
***Tourbillon* Rollerball pen, shiny
steel or steel and rose gold
or yellow gold plated...
a new page is written
in the history of
watchmaking accessories..**

»

«Tourbillon» Rollerball pen Watchmaking codes

Encased in an elliptical sheath of steel, a fully operational watchmaking mechanism is seated at a 45 degree angle, maintained in constant working order by every movement of the user's wrist. A crystal, resembling that of a watch case, leaves open to view a series of watchmaking antics that are as enjoyable to behold and they are accessibly functional.

Like all the ink pens in this family, the *Tourbillon* TF Est. 1968 Rollerball pen combines the simplicity of an easy-to-use ballpoint with the soft touch and writing quality of a fountain pen. Its upper body, and indeed its finish in general, lends itself to future variations on a theme and the clever interplay of materials.



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Magic Watch Collection, TF Est. 1968

New watches for 2011 from TF Est. 1968.

The Magic collection, symbols in rotary motion.

Take a familiar symbol and place it at the heart of a timepiece in the *Magic* collection by brand of the moment *TF Est. 1968*. The slightest movement sets the piece rotating for a fantasy fairground ride on the planet fun. Trilogies inspired by powerful themes, masculine or feminine, are set against a backdrop of highly responsive mini ball bearings. With the optional sparkle of a myriad diamonds...

Magic trilogy, on the Marquise, Heart and Flower themes.

In a triple-layered theme, each corresponding to a motif, the rotating wheel is embellished with openwork arabesques intermingled with visual allusions to the stained glass coats of arms adorning high holy places. A trilogy suffused with roller coaster rhythms, a nod to the world of contemporary mobility and the incredible lightness of being.

Magic Marquise is a stylish interplay of pierced motifs typically characteristic of the architecture in hot climes, admitting buffeting blasts of hot air in the day, cooled by the desert breeze at night. The elliptical blades evoke the thrilling chill from a magnificent colonial-style ceiling fan, reflecting the shards of fragmented light scattered by genuine diamonds like the shimmering crystals of sand dune.

Magic Flower cultivates the power of flowers, yet without falling into the trap of bio-ethical sentimentality. It champions instead the resilience and purity of the eternal diamond.

Magic Heart impose a series of multi-dimensional concentric circles centred on a heart and its dizzying parade around the dial, paling to grey beside the magic of the diamond.

Bold, hot colour schemes, precious gems and semi-precious stones.

Tourmaline, spinel, citrine, garnet, amethyst or topaz, each motif in the Marquise trilogy displays an array of enchanting colours, conjuring up fun and sunshine. They serve to entertain, amuse, accentuating the texture of skin, coordinating with a sophisticated outfit, stunning effects created by a sumptuous cocktail of cleverly dramatised shades...



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The Magic trilogy comprises the models Gear, Football and Jockey.

The case comes in Steel, or Black PVD treated steel, with or without diamonds, baguette spinels.

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For a predominantly masculine clientele

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Swiss brand TF Est. 1968.

"Fun". A word that is permanently on Freddy T.'s lips, like a recurring catch-phrase. Fun, fluorescent and carbon are all watchwords forming the very DNA of TF Est. 1968 (Est. as in *established*). The brand boasts a trendy-yet-accessible luxury positioning, without denying itself the odd foray into the high-end segment, exploring the interplay between precious metals and diamonds. Its *Tourbillon* cufflinks are already a resounding commercial success and it looks like the *Tourbillon* Rollerball pen is heading for the same future. TF Est. 1968 is a truly global brand that offers a range of unique leather goods

accessories and a couple of watch collections, MAGIC and T-FUN.

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T-Fun watch collection, TF Est. 1968

New watches for 2011 from *TF Est. 1968*.

The T-Fun watch collection, bold colours on a genuine carbon ground.

Global brand of the moment *TF Est. 1968* has become something of a landmark in the affordable luxury watchmaking segment with *T-Fun*, a collection of Swiss made 3-hand automatic watches and chronographs experimenting with trendy colours bordering on the fluorescent. Dial and bezel both sport a genuine carbon finish, the brand's distinctive identity symbol.

A rare watchmaking speciality.

In an exceptional move for a mechanical timepiece so affordable, the T-Fun houses a Swiss Claro 3-hand automatic calibre, certified Côtes de Genève. The circular-grained decoration may be admired through a transparent crystal. Equipped with a sapphire crystal and water-resistant to 30 metres, the watch case crafted in either 916L steel, or 5N gold plate rises above the trendy statement colours bordering on the fluorescent, ranging from chocolate brown to apple green, to explore new dimensions. A genuine carbon finish is applied to the dial and to the band surrounding the matching bezel. A masculine crown struck with the TF logo proudly sports the watch's signature grooves.



> In the quartz version, which conceals a Swiss Ronda 5030D movement, the T-Fun is transformed into a chronograph.

Interchangeable straps, high-level of finishing

Each model comes with a silicon strap bearing the TF logo, and is also fitted with a grooved carbon-style leather strap, its ends secured by a pin buckle also carrying the brand's logo. A colour co-ordinating band extends the bezel and accentuates a particularly attractive set of aesthetics. The latest watchmaking success to emerge from a global brand, which sets great store by fun and originality.



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TF Est. 1968



EST. 1968

TF Est. 1968, by Freddy T

The fun Swiss brand with its ear to the ground.

The Swiss brand TF Est. 1968 proudly asserts its identity codes in pursuit of an accessibility that makes no sacrifices when it comes to quality, including even the odd foray into the high-end segment: fun, trendy, sometimes quirky, and set against a carbon ground or some other precious material. Cufflinks and rollerball pens inspired by the world of watchmaking, fine leather goods exploring a playful theme, not to mention... two promising watch collections already under its belt.

Marked by a total lack of convention, TF Est. 1968 never hesitates to deviate from the norm, more out of a sense of fun than wilful provocation. Sometimes embarking unashamedly on its chosen course in a spirit of rebellious abandon, in true nonconformist style, but always with its inimitable eye to quality. One has only to look at its cufflinks inspired by the world of watchmaking, its rollerball pens, or its two collections of spirited watches, challenging the onlooker to be indifferent.

Swimming against the tide

Not just anyone can pull off such out-of-the-box ideas, or cock a snoop at social proprieties and get away with it. Hidden behind the brand's inverted TF logo is Freddy T, a man moulded by his experience in the field of production and in the notoriously choosy marketplace. A prolific enthusiast, always on the lookout for finds that bring a smile to his lips, a twinkle to his eye and glow to his followers' hearts. Armed with his sharp intuition, responsive instinct and keen sensitivity, Swiss-born Freddy D. Tschumi cut his teeth on the fringes of the luxury and watchmaking industries. Driven by a gut feeling for the established value of timeless classics and a nose for emerging trends.

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**TF Est. 1968, a global brand,
writing instruments,
cufflinks, fine leather
goods and now... watches!**

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Freddy T. (@Salva Magaz www.magaz.com)

Tschumi Freddy D. (born 14 June 1968, under the sign of Gemini) completed his business studies at the GIA, or Gemological Institute of America (1990) prior to taking up various posts with responsibilities in the sales management departments of major groups and active in consulting linked to the launch and positioning of several renowned watchmaking brands. In 2004, he set up *Global Luxury Brands W.L.L.*, a global consulting and distribution company, then, in 2010, founded his own brand TF Est. 1968.



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