

New, TF Est. 1968.

Tourbillon cufflinks, the latest fashion statement.

Geneva, December 2010. 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. Hard-wearing and hugely accessible price-wise... Men can be fashion victims too..

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".

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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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Swiss brand *TF Est. 1968*. The promise of a pen, accessories and... watches.

Fun. A word often to be heard tripping lightly off the tongue of Freddy T. like a recurrent catch phrase. Fun, fluorescent and carbon are all watchwords forming the very DNA of *TF Est. 1968* (Est. as in *established*). The brand with the trendy-yet-accessible luxury positioning, whose *Tourbillon* cufflinks are already a huge commercial success. Concealed behind the pseudonym of Freddy T is an habitué of the watchmaking markets, a globetrotter of the international world of distributors, retailers and private clients. In the pipe-line are a few original fine leather accessories, the likes of which their maker was unable to track down on his travels to all four corners of the earth. There will also be a watch collection, whose prototypes are currently in the production phase. However, before all this transpires, other cufflink models will be added to the collection, similarly of watchmaking inspiration. As well as a unique pen, already long-awaited by *TF Est. 1968* retailers.

high resolution picture

http://www.therightplace.ch/therightplace/TF68_Bouton_de_Manchette_Tourbillon.jpg