

DFS debuts Tissot Le Locle watch



The DFS-exclusive Tissot Le Locle watch comes with a diamond encrusted dial for the first time

Luxury travel retailer DFS has launched the exclusive Tissot Le Locle watch with a diamond encrusted dial for the first time. The watch is available at select DFS Gallerias and airport stores worldwide.

According to DFS' press release, the Tissot Le Locle watch was first introduced for Tissot's 150th anniversary. The Tissot Le Locle was named after Tissot's headquarters in Le Locle, Switzerland, where it was founded in 1853. Since its launch, the Le Locle collection has become the best seller within the Tissot collection.

Commenting on the partnership, Matthew Green, DFS Group Senior Vice President Watches and Jewelry said: "This classic Le Locle watch with a contemporary elegance pays homage to the brand's heritage and demonstrates DFS' and Tissot's shared vision in offering modern timepieces to our customers, backed by a passionate commitment to quality."

"The introduction of the exclusive Tissot x DFS Le Locle watch showcases our commitment to offering extraordinary pieces through an unrivalled commitment towards high-end quality," said François Thiébaud, Tissot President. "It brings a swiss precision and heritage coming together with our long-trusted partner, DFS in developing this exclusive timepiece hand in hand, modernizing a classic timepiece from one of our most prominent collections."

The DFS-exclusive Tissot Le Locle Watch is available at select DFS downtown T Gallerias and airport stores worldwide until September 30.