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Founded by Charles Felician Tissot and his son Charles-Emile in the homey town of Le Locle, Switzerland, in the Jura Mountains over 150 years ago, From 1853 to the present day, Tissot has continually surprised and delighted customers with its product innovation. A relentless pioneering spirit led the company from its foundation in the small Swiss Jura town of Le Locle, to a presence in 150 countries. From its first pocket watch with two time zones in 1853 to its revolutionary touchscreen technology T-Touch watch, Tissot has presented a series of firsts in terms of technology, materials, and design, going as far as creating watches made of rock, wood, and pearl.

From unique leather straps to exquisite titanium ones, you may find a range of middle-priced timepieces, that are fairly affordable. With a lot of gifted technicians and engineers that have committed to manufacturing progressive and glittering watches for much more than one hundred fifty years, the model is outstanding from others for the dedication and robust feelings attached to Tissot.

Their exquisite and classy watch design, and their many styles and looks have earned them respect across the international market. Tissot now has a presence in over 150 countries worldwide, and on every continent, following a business philosophy as old as the Tissot company itself: they strive to carry their products all over the globe. Ambassadors of the Tissot Company today include Danica Patrick, the first woman to win and IndyCar race, Nicky Hayden, Steven Stamkos, Deepika Padukone, and Michael Owen, among others. They all proudly show their Tissot watch as the reliable and affordable instruments they are.

And as representative timekeeper and partner of MotoGP, NASCAR, and the World Championships of fencing, cycling, and hockey, Tissot clearly expresses its firmly held values of performance, precision, and pushing the boundaries of watch making to new limits. Tissot's creative, innovative, and sometimes eccentric design team delivers a wide range of classic and high-tech products with advanced functionalities that many other brands do not provide. With attractively priced timepieces, and an excellent commitment to quality, reliability, and customer service, Tissot is a world-renowned for their excellent products. Due to the precision and reliability of their products, they have been declared the official timekeepers of many world sports championships such as cycling, ice hockey, motorcycling, and fencing, and others.

To own a Tissot watch is to own an item of precision, beauty, reliability, and good taste. Treat yourself to it, the innovators by tradition. It will belong to you.

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