

THE STORY OF TISSOT AND NON-MAGNETISM



At the beginning of the 20<sup>th</sup> Century, the extraordinary development of electricity and its implementation in all areas of daily life leads to the magnetization of watches. Magnetic fields emanating from electric appliances cause the disruption of watches and can even bring them to stop entirely.



Tissot advertisement, circa 1930



Tissot manufacture, 1929

In the 1930s, to be able to continue to offer quality watches, Tissot innovates by replacing the steel in regulating organs by materials unaffected by magnetism, leading to the creation of the Tissot Antimagnétique, world's first non-magnetic wristwatch.



Tissot watchmakers, 1931



Tissot Antimagnétique, circa 1930

The excellent results obtained by the Tissot Antimagnétique compared to usual watches are corroborated by numerous scientific studies commissioned to the Swiss laboratory for watchmaking research of Neuchâtel, an independent body.



Swiss laboratory, 1936



Tissot chrono-electromagnet, 1938

To guarantee the non-magnetic properties of its watches, Tissot installs state-of-the-art equipment on its premises, including the chronoelectromagnet. This one-of-a-kind device, ordered by Tissot technicians in 1938, allows them to generate magnetic fields of variable intensity and to check the resistance of their watches. This innovation is highlighted in many advertisements and is gradually applied to the whole Tissot collection.





Tissot advertisements, circa 1930











Tissot catalogue, 1934







Tissot displays, circa 1930



Tissot booth at Basel fair, 1939



Tissot retailer, circa 1930



Today, thanks to the Swatch Group to which it belongs, Tissot perpetrates the tradition of innovation, using silicon at the heart of the most sensitive part of the movement, the balance-spring. Silicon has interesting properties (non-magnetism, insensitivity to temperature variations and extreme resistance to corrosion), guaranteeing longevity and a greater precision of its watches. A novelty for this price segment.

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