

# The Cartier TANK WATCH

This military-style timepiece dresses up or down, has a grand old pedigree and continues to inspire great-looking imitations. *by Christy Wright | photographs by Luis Albuquerque*



Cartier's Tank Française in stainless steel, \$4,350.

With an Oscar on her mantel, a rock-star husband, a loving family and a lucrative modelling career, the actor Gwyneth Paltrow has a golden existence. Except, that is, when it comes to her favoured watch, the Tank Française; she prefers that in platinum. The timepiece, like the flaxen-haired actor, is elegant and has a fine pedigree: Established in Paris in 1847, Cartier was renowned for its fine jewellery and watches, but it wasn't until the early 20th

*Gwyneth Paltrow's look is as timeless as her favourite accessory: Cartier's Tank Française watch.*



century that Paltrow's beloved Tank was introduced to the world. Inspired by the American battle tanks of the First World War, Louis Cartier, grandson of the company's founder, created the original Tank watch in 1917 with its simple, squarish shape – a departure from the embellished watches of the time. Today, Cartier offers over 30 Tank styles. The most popular is the Tank Française, with its chain-link band that resembles the caterpillar tracks of a military tank.

The Tank Française works with everything from formal dress to sporty, casual looks. It enjoys an A-list fan base, too, including Aerin Lauder and Uma Thurman. Don't have the celebrity income to accommodate splurging on Gwyneth's glitzy \$15,000 Tank? Don't despair. Look-alikes abound. Last summer, Cartier sued Donna Karan for her \$100 take on its iconic design. But could the knock-off take the place of a coveted Cartier? For the purist (or Paltrow), never; for the budget-minded stylist? Absolutely. ■

- 1 | Gold-toned watch, Timex, \$140.
- 2 | Caterpillar-banded watch, DKNY, \$165.
- 3 | Stainless-steel watch, Fossil, \$130.
- 4 | Gold-toned watch, Michael Kors, \$250.
- 5 | Stainless and gold-toned watch, Roots, \$135.

