
IWC SCHAFFHAUSEN INTRODUCES *IWC. CURATED.*

Schaffhausen, 1st September 2025: IWC Schaffhausen is introducing *IWC. Curated.*, its offering of hand-picked historical IWC watches. Individually selected by experts from the IWC Museum, *IWC. Curated.* watches cover some of the most significant eras of the brand's watchmaking history and are now available in selected boutiques worldwide. Each watch under this label has been meticulously inspected, restored and serviced by IWC's experienced vintage watchmakers in Schaffhausen. *IWC. Curated.* watches are certified and come with the IWC International Limited Warranty, which can be extended to eight years upon registration.

IWC Schaffhausen looks back on a history spanning more than 150 years. Every era has produced watches that are still highly sought after by enthusiasts today, be it because of their historical significance, intricate engineering or timeless design. To provide a trustworthy and transparent source for purchasing historical IWC watches, the Swiss luxury watch manufacturer now introduces *IWC. Curated.*, its new offering of hand-picked historical IWC watches.

"With our *IWC. Curated.* offer, we want to give watch lovers the unique opportunity to own a watch that has shaped our legacy. No matter where their journey has already taken them, we meticulously prepare these watches to make sure they are ready to begin their next chapter," explains Dr. David Seyffer, historian and curator of the IWC Museum in Schaffhausen.

EXPERTLY RESTORED AND CERTIFIED IN SCHAFFHAUSEN

The watches offered within *IWC. Curated.* are individually selected and sourced by experts from the IWC Museum in Schaffhausen. The focus lies on references that represent important eras of the brand's history or watchmaking legacy. In addition, IWC also offers a service to locate and procure specific references on the customer's behalf.

At the IWC headquarters in Schaffhausen, each watch undergoes a meticulous examination. Skilled vintage watchmakers, who have decades of experience in repairing and servicing historical timepieces, restore their cases, bracelets, and movements. The goal is to restore the watches as close as possible to original condition using authentic and, if possible, period-correct components. Vintage watchmakers enjoy privileged access to IWC's extensive corporate archives, which contain a wide selection of spare parts for every watch and movement ever produced in Schaffhausen.

Upon completion of the restoration process, IWC issues an official certification that details the authenticity and provenance of each watch. All *IWC. Curated.* watches come with IWC's International Limited Warranty, which can be extended to eight years upon registration.

AVAILABLE IN SELECTED BOUTIQUES AROUND THE WORLD

IWC. Curated. will initially be available exclusively in selected boutiques in Switzerland, the United Kingdom, Dubai and Japan. Enthusiasts can explore the historical watches at the Schaffhausen boutique, at the Battersea Power Station boutique in London (United Kingdom), the flagship boutique in Dubai Mall (United Arab Emirates), and the boutique in Ginza (Japan). Among the

watches available for purchase is an original Ingenieur SL, Reference 1832, designed by the renowned Geneva watch designer and artist Gérald Genta in the 1970s. Another *IWC. Curated.* watch is the Da Vinci Perpetual Calendar Chronograph (Ref. 3750) from 1985, the first IWC watch to feature the perpetual calendar developed by Kurt Klaus. With his ingenious, crown-controlled perpetual calendar, IWC's legendary watchmaker in the early 1980s created a complication that continues to be the benchmark for efficiency and ease of use today. Also, on offer is a genuine Navigator's Wristwatch Mark 11 (Store Ref. No. 6B/346), an antimagnetic tool watch manufactured in 1952 for the British Royal Air Force.

IWC SCHAFFHAUSEN

IWC Schaffhausen is a leading Swiss luxury watch manufacturer based in Schaffhausen in the north-eastern part of Switzerland. With collections like the Portugieser and the Pilot's Watches, the brand covers the whole spectrum from elegant to sports watches. Founded in 1868 by the American watchmaker and engineer Florentine Ariosto Jones, IWC is known for its unique engineering approach to watchmaking, combining the best of human craftsmanship and creativity with cutting-edge technology and processes.

Over its more than 150-year history, IWC has earned a reputation for creating professional instrument watches and functional complications, especially chronographs and calendars, which are ingenious, robust, and easy for customers to use. A pioneer in the use of titanium and ceramics, IWC today specialises in highly engineered watch cases manufactured from advanced materials, such as coloured ceramics, Ceratanium®, and titanium aluminide.

A leader in sustainable luxury watchmaking, IWC sources materials responsibly and takes action to minimise its impact on the environment. Along the pillars of transparency, circularity, and responsibility, the brand crafts timepieces built to last for generations and continuously improves every element of how it manufactures, distributes, and services its products in the most responsible way. IWC also partners with organisations that work globally to support children and young people.

DOWNLOADS

Images of the *IWC. Curated.* collection can be downloaded free of charge from press.iwc.com

FURTHER INFORMATION

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