IWC
SCHAFFHAUSEN

NEW IWC SCHAFFHAUSEN FLAGSHIP BOUTIQUE OPENS ON CHAMPS-ÉLYSÉES

Schaffhausen/Paris, 28th May 2024: IWC Schaffhausen announces the opening of its new flagship boutique in Paris. Named L'Appartement IWC, the boutique is located on the world-famous Avenue des Champs-Élysées. In an elegant atmosphere, visitors can explore the fascinating IWC universe and discover the innovative technology behind the watches. Highlights include an Engineering Wall, Haute Horlogerie exhibition and the Portugieser Chronograph individualisation service.

Paris epitomises the French savoir-vivre like no other metropolis. The irresistible blend of luxury, elegance, art and a rich history offers an unforgettable experience for all the senses. Amid this fascinating backdrop, Avenue des Champs-Élysées stands out as the pulsating main artery of the city, connecting the Place de la Concorde with the monumental Arc de Triomphe. Lined by the Grand Palais parks and the Elysée Palace gardens, the avenue is home to exclusive boutiques, inviting cafés and renowned art galleries.

"The French capital is among the most important cities in Europe and one of the world's leading hubs for art, fashion, gastronomy and culture, attracting dozens of millions of visitors from all over the world every year. We are delighted to showcase our watches and our unique engineering approach in the heart of Paris in a new IWC flagship boutique," says Franziska Gsell, Chief Marketing Officer of IWC Schaffhausen.

"We are excited to be opening our new flagship boutique in such an incredible location and look forward to welcoming Parisian watch lovers as well as curious visitors from all over the world," explains Arnaud Miara, IWC Brand Manager France.

After Zurich, Dubai, Shanghai, Beverly Hills and Madison Avenue in New York City, L'Appartement IWC is the Swiss luxury watch manufacturer's sixth flagship boutique. Visitors are invited to immerse themselves in the fascinating universe of IWC over a total area of 232 square meters. In an ambiance of timeless elegance, the art of watchmaking and innovative technology merge into a harmonious whole. The inviting, bright premises have been renovated in the style of a classic Parisian flat. Typical features such as the fine parquet flooring, the walls with decorative mouldings and the historical fireplaces have been retained and ensure a comfortable feeling, just like in one's home.

CRAFTSMANSHIP AND TECHNOLOGY UP CLOSE

On two floors, visitors can explore and experience first-hand the masterful craftsmanship and innovative technology that every IWC watch represents. On the ground floor, the entrance display offers insight into IWC's brand DNA, focusing on calendars, chronographs and innovative material developments.

The Engineering Wall on the first floor provides an in-depth look at the inner workings of IWC-manufactured movements and complications, focusing on complicated models and proprietary developments in advanced materials. Haute Horlogerie pieces offer an overview of complex complications such as calendars and tourbillons. In addition to showcasing the core collection, the central display case is dedicated to chronographs, case engineering and coloured ceramics. As part of an individualisation service offered exclusively in the IWC flagship boutiques, customers can design a customised version of the Portugieser Chronograph by choosing from different case materials, dial colours and bracelet options.

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Additionally, IWC Schaffhausen introduces a strap configurator for Portugieser, Pilot's Watch, and Portofino models together with Manufacture Jean Rousseau. Each strap is fully customizable from materials, colors, linings, stitching, and even optional engravings to suit individual preferences.

LOUNGES COMPLETE WITH DESIGNER FURNITURE

Finally, a meeting and event room at L'Appartement IWC is available for meetings and virtual tours of the Manufakturzentrum, live streaming of events, as well as for private and VIP events or watchmaking courses. Two lounges with elegant designer furniture complete the experience and invite customers to relax and enjoy a coffee.

The new IWC boutique is located at 73 Avenue des Champs Elysées, 75008 Paris.

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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 new flagship boutique in Paris can be downloaded free of charge from press.iwc.com

FURTHER INFORMATION

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