
GISELE BÜNDCHEN EXPLORES THE ENGINEERING OF FINE WATCHMAKING AT THE IWC MANUFAKTURZENTRUM IN SCHAFFHAUSEN

Schaffhausen/Geneva, 10th April 2024: Following her visit to Watches and Wonders, Gisele Bündchen travelled to the German part of Switzerland to explore the engineering of fine watchmaking at IWC Schaffhausen's Manufakturzentrum. During her visit, she met the watchmakers of the new Portugieser collection and saw the intricate craftsmanship processes up close.

After visiting IWC at Watches and Wonders in Geneva, philanthropist, NYT bestselling author, supermodel, and IWC Brand Ambassador Gisele made her way to the Swiss luxury watch manufacturer's hometown, Schaffhausen. Gisele visited the IWC Manufakturzentrum to experience the fine watchmaking process of the new Portugieser collection, which was unveiled the day before in Geneva. With the new Perpetual Calendars and the Eternal Calendar, the new collection underscores IWC's unique expertise in calendars.

"It was fascinating for me to see the level of detail and complex processes that go into making the watches. The Portugieser collection has amazing new colours, and I am impressed by the finishings and visual depth of the coloured dials. They are beautiful and visiting where they are made and seeing the precision of the craftsmanship firsthand has given me a whole new appreciation for my watches." said Gisele.

Gisele wore the new Portugieser Chronograph (ref. IW371624) with a Dune-coloured dial. Paired with a stainless-steel case, gold-plated hands, gold appliques and a black strap, the colour combination reflects the unique atmosphere of early evening with the golden glow of the setting sun. To showcase the colour to its full effect, IWC has created new dials with a captivating visual depth. They are crafted in a complex process comprising 60 individual steps, including applying 15 layers of transparent lacquer, which is fine-ground and then polished to a high-gloss finish. It is powered by the IWC-manufactured 69355 calibre, a robust mechanical chronograph movement in classic column-wheel design.

From component production and case-making to movement assembly, Gisele received the grand tour of the Manufakturzentrum. Opened in 2018, IWC Schaffhausen celebrated its 150th anniversary with the new Manufakturzentrum. True to the IWC spirit, it is an engineered state-of-the-art building with innovative manufacturing methods and technologies.

In 2022, IWC welcomed the Brazilian philanthropist, NYT bestselling author, and supermodel Gisele as a brand ambassador. The relationship was formed in recognition of the remarkable synergy of shared values and ambitions between the two. Throughout her career, she has become one of the most successful and recognisable supermodels in the world. Not only because she has been photographed by some of the most legendary photographers and walked the runways of the biggest fashion houses but also because of her work within sustainability. Gisele has been a Goodwill Ambassador for the United Nations Environmental Program since 2009. She has also been honoured by renowned academic institutions such as Harvard University for her longstanding commitment to key environmental issues. In addition, she was recently appointed to the board of the Lotus House – the largest shelter for women and children in the US. Gisele also recently reached a milestone as an author with her second NYT bestseller.

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 can be downloaded free of charge from press.iwc.com

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IWC Schaffhausen

Public Relations department

Email press-iwc@iwc.com

Website press.iwc.com

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