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# IWC SCHAFFHAUSEN OPENS FLAGSHIP BOUTIQUE AT THE DUBAI MALL

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United Arab Emirates, March 2022: IWC Schaffhausen announces the grand opening of its new flagship boutique at the largest shopping destination in the United Arab Emirates: The Dubai Mall. With its innovative retail concept, it is the first IWC store in the world devoted entirely to Big Pilot and presents an interactive journey through the brand's watchmaking universe.

On 28th March 2022, IWC Schaffhausen officially unveiled the flagship boutique in the presence of IWC Brand Director Middle East, India and Africa, Mehdi Rajan along with an intimate group of clients and associates. The attendees experienced an exclusive and immersive preview of the celebrated Swiss luxury watchmaker's latest collections as well as interacted with a host of premium services and innovative technologies.

Spanning 313 square meters on the ground floor, the flagship store is a place for discovering IWC timepieces in a distinctively designed space. Inspired by the iconic bold design of the Big Pilot timepiece and its cutting-edge technology, the new boutique offers a glimpse into the future of IWC and its innovative craftsmanship.

Clients will step into a modern IWC universe featuring industrial-style shipping containers for a design code that traces the path of the Big Pilot from tool watch to cultural icon. Watches take centre stage in modern, glassless display cases to offer a more open and tactile product experience. Surrounding the space are two floor-to-ceiling brand portals that bring the unique IWC spirit to life through mesmerizing visuals.

The **Central Exhibition Area** celebrates IWC's close connection to the world of motorsports and longstanding partnership with the Mercedes-AMG Petronas Formula One™ Team. Following its recent announcement to extend its multi-year partnership, this area honours IWC's commitment to the team and common understanding of what true excellence means. The centrepiece is the Mercedes-AMG F1 W12 E Performance Formula One™ racing car driven by IWC brand ambassador Lewis Hamilton. During the 2022 season, visitors can also gear up for a unique Formula One™ racing adventure with an augmented reality feature specially designed to create a one-of-a-kind 360° experience.

Afterwards, IWC customers can take a break in the **Big Pilot Café**, which serves snacks and IWC Big Pilot speciality coffee. Then they can move on to **The Engineering Wall** and fully engage with the history of ingenuity and craftsmanship that has gone into making IWC's innovative timepieces. A broadcasting studio built into the boutique further enhances the buyer experience by offering the customer a way to connect with the brand and view the collection virtually. The studio even transforms into a digital collector's den, where IWC specialists offer clients their expertise on the latest timepieces for their own collections.

Finally, guests can visit the exclusive **360° VIP cinema lounge** and peruse the latest collection, watch Formula One™ races and even take a guided virtual tour through the IWC Manufacturing Center. Next to the main entrance of The Dubai Mall, customers will find an exclusive entrance guaranteeing the epitome of luxury as they arrive in a Mercedes AMG G-Class.

"We want to create a brand and service experience for our clients like none other, giving them exclusive access to our watchmaking world. This is more than just a journey; it's an extraordinary adventure and deep dive into the universe of IWC Schaffhausen innovation," says Mehdi Rajan, Brand Director Middle East, India and Africa.

Get ready for the next exhilarating chapter of IWC Schaffhausen in the Middle East.

**Instagram:**

#IWCwatchesArabia  
@IWCWatchesArabia

**For press enquiries please contact:**

The Qode – Gopika Madan – [gopika@theqode.com](mailto:gopika@theqode.com)  
The Qode – Evane Dsouza – [evane@theqode.com](mailto:evane@theqode.com)  
The Qode – Shaheena Usman – [shaheena@theqode.com](mailto:shaheena@theqode.com)

## IWC SCHAFFHAUSEN

In 1868, the American watchmaker and entrepreneur Florentine Ariosto Jones travelled from Boston to Switzerland and founded the 'International Watch Company' in Schaffhausen. His visionary dream was to combine advanced American manufacturing methods with the craftsmanship of Swiss watchmakers to make the best pocket watches of his time. In doing so, he not only laid the foundation for IWC's unique engineering approach but also established the centralised production of mechanical watches in Switzerland.

Over its 150 year history, IWC Schaffhausen has developed a reputation for creating 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 technical watch cases manufactured from advanced materials, such as titanium-aluminide and Ceratanium®. Preferring the principle of "form follows function" over decoration, the Swiss watch manufacturer's timeless creations embody their owners' dreams and ambitions as they journey through life.

IWC sources materials responsibly and takes action to minimise its impact on the environment, creating intrinsically sustainable timepieces that are built to last for generations. The company prides itself in training its own future watchmakers and engineers, as well as offering an excellent working environment for all employees. IWC also partners with organisations that work globally to support children and young people.

## DOWNLOADS

Images can be downloaded from [press.iwc.com](http://press.iwc.com)

## FURTHER INFORMATION

IWC Schaffhausen

Public Relations department

Email [press-iwc@iwc.com](mailto:press-iwc@iwc.com)

Website [press.iwc.com](http://press.iwc.com)

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