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## IWC SCHAFFHAUSEN AND DUTCH FASHION LABEL FILLING PIECES JOIN FORCES IN A UNIQUE COLLABORATION

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Schaffhausen/Amsterdam, 23<sup>rd</sup> September 2022: IWC Schaffhausen launches a collaboration with Dutch fashion and streetwear label Filling Pieces. Over the next three weeks, their flagship store in Amsterdam will be transformed into a monochromatic world, inspired by IWC's new green ceramic color "Woodland." To celebrate the partnership, Filling Pieces Founder and Creative Director Guillaume Philibert has designed the "Low Top Ghost Woodland," a limited-edition sneaker featuring design and color codes derived from the Pilot's Watch Chronograph TOP GUN Edition "Woodland."

Filling Pieces was founded in 2009 by Guillaume Philibert, as he wanted to design a premium sneaker at a fair price point. He then created the "Low Top," which bridged the gap between streetwear and high fashion; it became a symbol of affordable luxury design and continues to be one of the Dutch brand's most iconic silhouettes. Since then, Filling Pieces has grown into an established fashion brand with innovative footwear and a ready-to-wear collection complete with bags, accessories, and eyewear.

The collaboration between IWC Schaffhausen and Filling Pieces is based on a shared passion for craftsmanship, design, creation and color. Championing design as a positive force for change, Filling Pieces has assembled a global network of diverse individuals who move beyond borders to break down social boundaries and create products that bring people together. Diversity and inclusivity are also key pillars of IWC's sustainability efforts. The Swiss luxury watch manufacturer is proud to join forces with Filling Pieces as they bridge the gaps between streetwear, high fashion and luxury watchmaking.

"There are many points of convergence between our industries, especially when it comes to craftsmanship, culture and creativity. In every design project, we combine part of our history with new influences we

pick up from the world around us. Architecture and fashion are often represented in colourful mood boards, and there's probably not a board without sneakers. It's exciting to see that our TOP GUN collection inspired Filling Pieces. With this partnership, we celebrate the culture of creation and exchange", explains Christian Knoop, Chief Design Officer of IWC Schaffhausen.

"We are thrilled to partner with IWC Schaffhausen and bring the best of our brands together in this exciting project. Filling Pieces embodies unity and togetherness and IWC incorporates precision and time. With our collaboration, we demonstrate how our values are intertwined with each other as a fundamental part of life and its expressions", said Guillaume Philibert, Founder and Creative Director of Filling Pieces.

Over three weeks, the Filling Pieces flagship store in Amsterdam will be transformed into a monochromatic world, inspired by IWC's newly engineered ceramic color "Woodland." Both IWC and Filling Pieces will curate distinctive exhibitions. The pop-up space aims to bring together friends and family of both brands. Among the highlights will be panel discussions on various topics related to fashion, metaverse, NFTs and design or watchmaking master classes.

In addition, Guillaume Philibert has designed a limited-edition sneaker to celebrate the collaboration. The “Low Top Ghost Woodland” is based on the famous “Low Top”, Filling Piece’s original and iconic silhouette. Its aesthetic details and color codes are inspired by IWC’s Pilot’s Watch TOP GUN Chronograph Edition “Woodland,” the first timepiece in newly engineered green ceramic. Featuring the distinct “Woodland” color specified by PANTONE®, other details include a premium perforated nubuck leather upper, stitched Filling Pieces logo and the typical ghost outsole with lasered “X” design cue inspired by the watch strap.

The **Pilot’s Watch Chronograph TOP GUN Edition «Woodland»** (Ref. IW389106) was launched as a part of IWC’s “The Colors of TOP GUN” collection at Watches and Wonders 2022 in Geneva. It is the first IWC timepiece in newly engineered green ceramic – a color IWC and PANTONE® have specified as “IWC Woodland”. This shade of green is used for the ceramic case and the dial, while the numerals and hour markers are printed in a lighter hue. Colored ceramics are created in a complex manufacturing process, in which zirconium oxide is mixed with other metallic oxides and then sintered at high temperatures in a kiln. The pushers and case back are made of matte black Ceratanium®. Developed by IWC, this material is as light and robust as titanium and almost as hard and scratch-resistant as ceramic. The timepiece is powered by the IWC-manufactured 69380 calibre, a robust and reliable chronograph with a column-wheel design.

The in-store launch of the “Low Top Ghost Woodland” is celebrated with a release party on 23<sup>rd</sup> September at the Filling Pieces flagship store at Spuistraat 168A in 1012 VT Amsterdam. From 23<sup>rd</sup> September, the shoe will be available online on [fillingpieces.com](https://fillingpieces.com). Only 100 pairs in sizes ranging from 39 to 46 will be available. Customers who purchase a “Low Top Ghost Woodland” will also receive an NFT that introduces owners to the “IWC Diamond Hand Club,” IWC’s exclusive tokenised community in the web3.

## FILLING PIECES

Filling Pieces is a streetwear-inspired luxury brand based in the heart of Amsterdam, the Netherlands. Started by Guillaume Philibert in 2009, it was founded on the ambition to design a premium sneaker at a fair price point - leading to the birth of the “Low Top”. The first shoe to bridge the gap between streetwear and high fashion.

Finding recognition within the industry, the “Low Top” became more than just a piece of footwear. It became a symbol of affordable, luxury design. A product that levelled the playing field. One that proved good design can unify. A sneaker adopted by people of all sexes, races, religions, and sexualities.

It also became a symbol for Philibert’s vision for Filling Pieces, a firm belief in unity through diversity, where design is used as a language to create positive change. Championing the idea that the differences between us as individuals are what make us stronger collectively.

United behind this ethos, a team of passionate young creatives works tirelessly to continue to evolve the brand offerings, whilst diligently overseeing and improving all aspects of their collections in order to reduce environmental impact and create positive change.

These collections have grown to include an assortment of innovative footwear silhouettes and a full ready-to-wear collection complete with bags, accessories and eyewear.

## 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 new collaboration can be downloaded free of charge from [press.iwc.com](https://press.iwc.com)

## FURTHER INFORMATION

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