
SINGAPOREAN STREETWEAR DESIGNER MARK ONG CREATES SPECIAL EDITION WATCH STRAP SET FOR IWC

Schaffhausen/Singapore, 20th October 2022: Singaporean streetwear designer Mark Ong AKA Mr. Sabotage has created a limited-edition watch strap set for IWC Schaffhausen. The calfskin strap is available in two different widths and features the green camouflage pattern, which has become the visual trademark of the Singaporean's sneaker customisation and streetwear label, "SBTG". The IWC x SBTG special edition strap can be fitted on various IWC Pilot's Watches, including the Big Pilot's Watch 43, Pilot's Watch Chronograph 41 and Pilot's Watch Mark XVIII and XX. The strap sets will be available in limited quantities on [IWC.com](https://www.iwc.com) as of 20th October 2022.

Mark Ong discovered his passion for customising and painting sneakers during his childhood as a skateboarder. His artistic and craftsmanship skills developed out of a necessity: he used leather, rubber, or even bicycle tires to patch holes in his shoes so he could carry on skating. When Ong couldn't afford a pair of coloured sneakers one day, he bought a cheaper pair of white ones and started painting them himself. In 2002, he sold his first customised pair online and launched his sneaker customisation label, "SBTG" (short for Sabotage) the following year. Since then, the Singaporean has customised and hand-painted thousands of sneakers and collaborated with many leading brands in the industry. Among his loyal clients are athletes, rock stars, and fashion designers.

Now, Mark Ong and IWC Schaffhausen have teamed up for a unique collaboration based on their shared passion for craftsmanship and design and the attention to detail that both brands put into their work. The outcome is the IWC x SBTG special edition strap. Made of calfskin and available in two different widths, the straps feature the green camouflage pattern, which has become the signature aesthetic element of Ong's work as a streetwear designer. Another detail paying tribute to the designer's signature style is the embroidered patch featuring the strap specifications.

"I first became aware of the camouflage motif when I was skateboarding back in the 1990s. It was a defining moment for me, as it gave me inspiration to design streetwear by juxtaposing different elements. Over the years, camouflage-inspired patterns and colours have become synonymous with my work and brand, so it was clear from the onset that we would also incorporate these elements into the strap. We explored many different options and

finally found something we were both happy with," is how Mark Ong recalls the creative process.

IWC's Chief Design Officer, Christian Knoop, added: "The strap is an essential part of the watch and supports the attitude of the entire timepiece. We have done a couple of very exclusive and bespoke straps and the past, but our project with Mark takes it to a completely new level. Marks' artistic expression and his way of combining military and streetwear elements perfectly fit our idea of a contemporary interpretation of our iconic Pilot's Watches. We worked together on a fantastic watch strap design that combines Mark's design signature style with a lot of passion for finish and detail."

The IWC x SBTG special edition strap set is available in two different widths and in limited quantities on [IWC.com](https://www.iwc.com) as of 20th October 2022. In addition to the strap, the complete set also includes a pin buckle, fitting spring bars to assist with mounting the strap on watches that are not equipped with the EasX-CHANGE® system, and a customised box in the signature SBTG camouflage design. Thanks to the IWC EasX-CHANGE® system, the straps can be fitted on many popular IWC Pilot's Watches. The strap with a width of 20/18mm is suitable for the Pilot's Watch Mark XX, Pilot's Watch Chronograph 41, Pilot's Watch Automatic Spitfire, Pilot's Watch Automatic TOP GUN, and the Pilot's Watch Mark XVIII. The strap with a width of 21/18 mm can be fitted on the new Pilot's Watch Chronograph in 43 mm with EasX-CHANGE® system, the Big Pilot's Watch 43, the Pilot's Watch Double Chronograph, and most versions of the Pilot's Watch Chronograph with a case diameter of 44.5 mm, for example, the Pilot's Watch Chronograph TOP GUN. Selected IWC boutiques will have the straps available on site to try-on.

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 x SBTG special edition calfskin strap" can be downloaded free of charge from press.iwc.com

FURTHER INFORMATION

IWC Schaffhausen

Public Relations department

Email press-iwc@iwc.com

Website press.iwc.com

INTERNET AND SOCIAL MEDIA

Website iwc.com

Facebook facebook.com/IWCWatches

YouTube youtube.com/iwcwatches

Twitter twitter.com/iwc

LinkedIn linkedin.com/company/iwc-schaffhausen

[iwc-schaffhausen](https://linkedin.com/company/iwc-schaffhausen)

Instagram instagram.com/iwcwatches

Pinterest pinterest.com/iwcwatches