
MERCEDES F1™ DRIVER LEWIS HAMILTON MAKES A PIT STOP AT THE IWC FLAGSHIP BOUTIQUE IN DUBAI

Schaffhausen/Dubai, 16th November 2022: Ahead of the Abu Dhabi Grand Prix™ this weekend, IWC brand ambassador Lewis Hamilton visited the IWC Schaffhausen flagship boutique at the Dubai Mall. The Mercedes-AMG PETRONAS Formula One™ team driver was taken on a tour around Dubai and dropped off at the boutique by Alexandra Hirschi, better known as “Supercar Blondie.” Upon arrival, he was welcomed by IWC CEO Chris Grainger-Herr and former F1™ star David Coulthard. While they experienced the racing-themed “new retail” boutique concept, Hamilton and Coulthard talked about their passion for motorsport and engineering, their relationship with IWC and their favorite watches.

Before motorsport’s elite gather for the final F1 Grand Prix™ race of the 2022 season on Abu Dhabi’s Yas Marina Circuit, IWC Schaffhausen invited brand ambassador Lewis Hamilton for a ride around Dubai. His driver and tour guide was no other than Alexandra Hirschi, known by millions of car enthusiasts worldwide as “Supercar Blondie.” The Australia-born content creator has been calling Dubai home for many years, which is known as one of the most attractive and exciting destinations around the world for tourism, trade and luxury. Driving down the famous Sheikh Zayed Road and passing many iconic landmarks, the two discussed Dubai’s association with cars and culture while sharing insights into their relationship with the city and recalling their most memorable experiences there.

After arriving at the Dubai Mall, Hamilton was welcomed to the flagship boutique by IWC CEO Chris Grainger-Herr and former F1™ star and brand ambassador David Coulthard. In the entrance area, the 7-time world champion was reunited with the Mercedes-AMG F1™ W12 E Performance, his race car from the 2021 season. The car is exhibited in the boutique, underscoring its strong thematic focus on racing and engineering. The group then walked over to the “Engineering wall”, where they admired a selection of iconic racing watches that IWC created in collaboration with its longstanding motorsport partners. Among these were the “Lewis Hamilton” Big Pilot’s Watch Perpetual Calendar Edition with a burgundy dial, and the Pilot’s Watch Chronograph

41 Edition “Mercedes-AMG PETRONAS Formula One™ Team,” the official team watch that was launched at the Miami GP™ earlier this year. Finally, they headed to the “Big Pilot Café” for a well-deserved pit stop.

THE NEXT LEVEL OF LUXURY WATCH RETAILING

IWC’s innovative “new retail” concept blurs the traditional boundaries between a physical store and a digital experience. Interactive features and services enable visitors to immerse themselves into the IWC universe in an unprecedented way, taking luxury watch retailing to a new level. The first flagship boutique with this concept was opened in September 2020 in Zurich, Switzerland. The centrepiece of “IWC Racing Works” is the IWC Racing Mercedes-Benz 300 SL “Gullwing,” the official race car of the IWC Racing Team. The Dubai boutique then marked the second “new retail” flagship. Designed in the functional aesthetic of the Big Pilot’s Watch, it was opened in March 2022 and focuses on IWC’s longstanding connection to the worlds of motorsport and racing. For example, the Central Exhibition Area explores IWC’s partnerships with Mercedes-AMG and the Mercedes-AMG PETRONAS Formula One™ team, while the Engineering Wall lets visitors deep-dive into IWC’s engineering heritage and comprehensive materials expertise. Just a few weeks ago, IWC opened its third “new retail” flagship boutique at the Taikoo Hui Mall in Shanghai, China.

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

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

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