
IWC SCHAFFHAUSEN AND FACTION SKIS COLLABORATE TO DESIGN LIMITED-EDITION FREESTYLE SKIS WITH LUMINESCENT “IWC LAKE TAHOE” DESIGN

Schaffhausen/Verbier, 30th November 2022: IWC Schaffhausen announces a new collaboration with The Faction Collective. In their first joint project, the Swiss luxury watch manufacturer and the Swiss high-end ski brand are launching the “Faction Studio 1 IWC Collab Ltd.” The skis are limited to 55 pairs and mark the first time Faction has manufactured skis with a luminescent design. The “LAKE TAHOE” and “IWC” letterings on the white topsheet glow in a greenish tone in the dark. In addition, each pair comes with an option to purchase the Pilot’s Watch Chronograph TOP GUN Edition “Lake Tahoe” in white ceramic.

The collaboration between IWC Schaffhausen and Faction brings together two Swiss companies with a proven track record and a high competence in engineering. Both have also acquired unique expertise in advanced performance materials and commit to the highest standards regarding sustainability and responsible production. Faction was founded in 2006 by a group of passionate skiers. Since then, they have earned a reputation for manufacturing high-quality skis and skiing equipment for freeride, freestyle and all-mountain skiing. Several top athletes rely on skis from Faction. Among them is Eileen Gu, IWC Brand Ambassador and Double Olympic Champion.

“Graphic design with a clear and recognisable expression is an important tool for us at IWC to emphasise the engineering expertise and technicality of the brand. Therefore, designing a pair of skis with Faction was a great challenge. As an enthusiastic snowboarder and skier, I thoroughly enjoyed this project and am very proud of the result”, says Nicholas Schmidt, Head of Brand Creation and Corporate Design at IWC Schaffhausen.

“In our collaborations, we always look for partners who can contribute new and surprising aspects and inspire our work. IWC Schaffhausen not only has a unique engineering approach and expertise in advanced material, but their design and visual expression also perfectly match what we do at Faction. I am thrilled to be introducing our first luminescent ski design”, explains Olivier Gouby, Chief Brand Officer of Faction.

Limited to 55 pairs, the “Faction Studio 1 IWC Collab Ltd.” is handmade in Austria in a 100% renewable energy factory. Its wooden core is composed of sustainably harvested poplar and ash. The skis are engineered to the same specifications used by Faction for Eileen Gu’s skis, meaning they can withstand the extreme forces generated by the world’s very best free skiers. A carbon-rubber reinforcement under the binding area adds stability for heavy landings. The carbon weave ensures torsional strength, while the symmetrical shape is optimised for effortless switch skiing. An extra-large 7.5 mm sidewall provides maximum edge hold and protection for the ski’s wooden core.

The skis feature a tone-on-tone white top sheet and a black base, perfectly matching the design of the Pilot's Watch Chronograph TOP GUN Edition "Lake Tahoe" with its crisp white ceramic case and pitch-black dial. "FACTION" and their logo is printed in white on the black base. The white top sheet features the IWC and "Lake Tahoe" logos in luminescent paint. While barely visible during the day, they will glow green in the dark. This project marks the first time that Faction has engineered skis featuring a luminescent design.

Every pair of the "Faction Studio 1 IWC Collab Ltd." skis come with an option to purchase the **Pilot's Watch Chronograph TOP GUN Edition "Lake Tahoe"** (Ref. IW389105). Launched at the Watches and Wonders exhibition in Geneva in April, the chronograph is a highlight of IWC's TOP GUN collection. It features a case made of crisp white ceramic, a pitch-black dial, black hands coated with luminescent materials,

and a titanium case back. The contrasting design is inspired by the winter landscape around Lake Tahoe, a mountainous area frequently flown over by the pilots in the U.S. Navy's TOPGUN school. 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. It takes a lot of experience and know-how to determine the right mixture of raw materials and achieve consistent results across the multi-stage manufacturing process.

The "Faction Studio 1 IWC Collab Ltd." skis are available in a limited edition of 55 pairs in two sizes (25 x 171 cm or 30 x 178 cm) on <https://factionskis.com/products/studio-1-iwc-collab-ski-2023>. When purchasing the skis, the client will also receive an option from IWC to purchase the Pilot's Watch Chronograph TOP GUN Edition "Lake Tahoe."

PILOT'S WATCH CHRONOGRAPH TOP GUN EDITION "LAKE TAHOE"

REF. IW389105

FEATURES

Mechanical chronograph movement – Date and day display – Chronograph function for hours, minutes and seconds – Small hacking seconds – Soft-iron inner case for protection against magnetic fields – Screw-in crown – Glass secured against displacement by drop in air pressure – Limited annual production of 1000 pieces.

MOVEMENT

IWC-Calibre	69380
Frequency	28,800 vph / 4 Hz
Jewels	33
Power reserve	46 h
Winding	Automatic

WATCH

Materials	Ceramic case, titanium case back, stainless steel crown and pushers, black dial, black hands, white rubber strap with folding clasp
Glass	Sapphire, convex, antireflective coating on both sides
Water-resistant	6 bar
Diameter	44.5 mm
Height	15.7 mm

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.

FACTION SKIS A.K.A. THE FACTION COLLECTIVE

The Faction Collective produces award-winning skis and films for a global collective of skiers who want to experience the pure freedom of the mountains. Faction's designs and products have shaped a culture of freeskiing, used by some of the best professional freeride and freestyle skiers in the world, such as Eileen Gu, Alex Hall and Sam Anthamatten.

Founded in Verbier, Switzerland in 2006, all Faction Skis are designed in Switzerland and made with quality manufacturers within the European Union. The brand received B Corp Certification in 2022, joining a global collective of companies sharing a commitment to use business as a force for good.

DOWNLOADS

Images of the "Faction Studio 1 IWC Collab Ltd." Ski and the Pilot's Watch Chronograph TOP GUN Edition "Lake Tahoe" can be downloaded free of charge on press.iwc.com

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