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## IWC SCHAFFHAUSEN OPENS NEW BOUTIQUE AT THE ICONIC BATTERSEA POWER STATION

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London/Schaffhausen, 7<sup>th</sup> December 2022: Swiss luxury watch manufacturer IWC Schaffhausen proudly announces the opening of its new boutique at the legendary Battersea Power Station. Located within the recently restored London landmark, renowned for innovation and technical ingenuity, the new boutique showcases some of IWC's latest designs alongside some of the watchmaker's most iconic timepieces.

IWC Schaffhausen officially unveiled the new boutique at London's Battersea Power Station, with both the IWC CEO, Christoph Grainger-Herr, and the IWC Brand Director for the United Kingdom, Grant Wilson, in attendance. With large glass walls creating an inviting environment and the latest cutting-edge technology, the boutique offers a glimpse into IWC's future whilst honouring the brand's innovative craftsmanship and heritage.

With a total space of 200 square metres, clients are invited to immerse themselves into the world of IWC, where every watch takes centre stage with modern, glassless display cases in order to offer a more open and tactile product experience. Discover the latest collections and designs, including the new Portugieser Automatic and Chronograph, the Portofino Automatics, Chronographs, Moon Phase, and of course, the Pilot's Collection.

"IWC London Battersea is the first new concept boutique in the UK. I am extremely proud to open a boutique in Battersea Power Station – an iconic landmark development and new urban centre for London. We are excited to invite our customers into the fascinating world of IWC watchmaking in this completely unique environment", says Christoph Grainger-Herr, IWC Schaffhausen CEO.

The boutique also pays tribute to IWC's legendary engineering innovation, as guests are able to experience the watchmaking process with interactive screens and an immersive presentation about the materials used by IWC.

Visitors can also take a moment to relax at the boutique's bar, where they can discover a bespoke cocktail menu in partnership with Portofino Gin, as well as coffee and other beverages, all of which are sourced through local partners that take a similar approach towards sustainability as IWC. Furthermore, the bar itself can transform into a watchmaking masterclass. Here, guests can have a go at constructing the latest in-house calibre 69 chronograph movement alongside a live stream broadcast directly from the IWC headquarters in Schaffhausen, Switzerland, with an expert watchmaker on hand to guide guests through each step.

"Battersea Power Station and IWC Schaffhausen have an incredible history which now links us together with a modern twist. Guests can fully immerse themselves into IWC's world and discover how we engineer some of our most iconic timepieces", explains Grant Wilson, Brand Director at IWC Schaffhausen UK.

Battersea Power Station and IWC Schaffhausen share many historical links. For example, the plumes of smoke from the power station were used as beacons for RAF pilots returning home during the Second World War. The same pilots were supplied with IWC's Mark XI timepieces as navigational tool watches. The new boutique's design also features the power station's original brickwork, echoing IWC Schaffhausen's roots, founded by Florentine Ariosto Jones, an American who emigrated to Switzerland in 1868 from Boston, an industrial powerhouse.

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

## FURTHER INFORMATION

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