

NET-A-PORTER

## EXCLUSIVE PRESALES OF THE NEW DA VINCI WATCHES

Schaffhausen, 16 January 2017 – For the first time ever, IWC Schaffhausen is offering presales of selected references from the new Da Vinci collection, which the Swiss watch manufacturer will officially unveil to the global public at the Salon International de la Haute Horlogerie (SIHH) trade fair in Geneva in mid-January. Timepieces will be available to order during the trade fair and can be collected in IWC boutiques or by online purchase on NET-A-PORTER.com.

“In the age of the Internet and e-commerce, watch lovers no longer want to wait several months for the new models. So, for the first time ever, we are now offering customers the chance to buy a limited number of selected references from the collection as of the day of their world premiere,” explains Georges Kern, CEO of IWC Schaffhausen. Orders can be placed at IWC.com and collected from an IWC boutique as of late January, or purchased from the online fashion specialist NET-A-PORTER, with whom IWC has been collaborating for the past few months. Regular sales will commence in April 2017.

“We’re thrilled to be partnering with IWC on our first venture into fine watches. We’ve seen an incredible growth in the demand for this category from our global customer and the Da Vinci collection offers the perfect edit of timeless and iconic pieces.” says Sophie Quy, Fine Jewellery Buyer at NET-A-PORTER

Along with others, several references of the **Da Vinci Automatic 36** (Ref. 4583) and the **Da Vinci Automatic Moon Phase 36** (Ref. 4593) will be available for purchase. This collection shines a spotlight on IWC’s female offering – as evidenced by the smaller case diameters, moving strap horns, diamond-set bezels or leather straps by Santoni in various colours.

### IWC SCHAFFHAUSEN

With a clear focus on technology and development, the Swiss watch manufacturer IWC Schaffhausen has been producing timepieces of lasting value since 1868. The company has gained an international reputation based on a passion for innovative solutions and technical ingenuity. One of the world’s

leading brands in the luxury watch segment, IWC crafts masterpieces of Haute Horlogerie at their finest, combining supreme precision with exclusive design. As an ecologically and socially responsible company, IWC is committed to sustainable production, supports institutions around the globe in their work with children and young people, and maintains partnerships with organizations dedicated to climate and environmental protection.

### NET-A-PORTER

NET-A-PORTER launched in June 2000 and has since established itself as the world’s premier online luxury fashion destination. A pioneer of innovation; NET-A-PORTER speaks to a global monthly audience of six million female luxury consumers, fans and followers via the weekly shoppable digital magazine THE EDIT, PORTER Magazine, the game-changing luxury fashion magazine that combines the intimacy of print with a state-of-the-art digital shopping experience and THE NET SET, the world’s first shoppable social media platform. NET-A-PORTER is presented in the style of a fashion magazine, renowned for its unparalleled edit comprising more than 450 of the world’s most coveted designer brands, including Gucci, Saint Laurent, Givenchy, Valentino, Dolce & Gabbana, and Stella McCartney, and over 200 specialist beauty brands. NET-A-PORTER champions unparalleled customer service – offering express worldwide shipping to more than 170 countries (including same-day delivery to Manhattan, London and Hong Kong and next-day delivery to the UK, US, Germany, France, Australia and Singapore), a seamless shopping experience across mobile, tablet, desktop, email and telephone, luxurious packaging, easy returns and a multi-lingual customer care and personal shopping team that are available 24/7, 365 days a year.

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**DOWNLOADS**

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Press materials for the presales of the new Da Vinci watches from IWC Schaffhausen can be obtained free of charge at [press.iwc.com](http://press.iwc.com)

**FURTHER INFORMATION**

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