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# IWC SCHAFFHAUSEN CELEBRATES BOUTIQUE OPENING IN THE HEART OF MUNICH

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**Munich, 28 June 2017 – The Swiss watchmaking company IWC Schaffhausen celebrated the opening of its second German boutique with an exclusive event this evening. Around 200 specially invited guests flocked to the magnificent, recently renovated building at Residenzstraße 13, close to Munich's opera house. Guests included well-known IWC brand ambassadors and celebrities such as actors Elyas M'Barek, Moritz Bleibtreu and Thomas Heinze. To mark the occasion, IWC is unveiling the special-edition Portugieser Chronograph Rattrapante Edition "Boutique Munich" (Ref. IW371217). Limited to 250 watches, this exclusive timepiece will initially only be available for purchase at the Munich boutique.**

IWC Schaffhausen celebrated the opening of its boutique at Residenzstraße 13, Munich, on 28 June 2017. After a one-year construction phase of meticulously executed renovations, the historic building in the heart of Munich's city centre is now shining like new. Inside, it features a modern boutique concept spanning two floors and a total area of around 226 square metres. With its soft beige hues and dark wooden accents, the IWC boutique furnishing scheme features a bar, a corner fireplace and a seating area, creating a relaxed atmosphere that invites visitors to bask in the stylish surroundings.

Approximately 200 hand-picked guests from the worlds of business, politics, art, media and Munich's high society attended the grand opening at the invitation of Christoph Grainger-Herr (CEO of IWC Schaffhausen) and Henrik Ekdahl (IWC Managing Director Richemont Northern Europe). The red carpet was graced by celebrity watch enthusiasts and IWC Friends of the Brand Elyas M'Barek, Moritz Bleibtreu and Thomas Heinze.

After the ceremonial ribbon had been cut, IWC CEO Christoph Grainger-Herr greeted the guests by saying: "In addition to Neuhausen and Bogenhausen, Munich now

also has Schaffhausen. We are delighted that we have now made a small part of the Bavarian capital our own and filled a significant gap in our network with this extraordinary boutique."

The grand opening event centred on the new boutique and its very special location in the heart of Munich. It also focused on the watch Portugieser Chronograph Rattrapante Edition "Boutique Munich". This special edition, which the Swiss watchmaking company launched exclusively to mark the boutique's opening, is engraved with Munich's Frauenkirche church on the back of its case. Its blue dial and red hands inspired the blue and red colour scheme used for the evening event. After the welcome speech, the guests had ample opportunity to explore the new boutique and immerse themselves in the world of IWC watches whilst enjoying a cocktail-style reception and attentive service. As well as serving drinks, bartender Rocco Tolomeo performed behind the bar, and the jazz band Monaco Swing Trio entertained guests with live background music.

Each IWC watch has its own story – one that is deeply rooted in the company's history that goes back almost

150 years. The product families take their inspiration from various sources, be they the legend of the universal genius Leonardo da Vinci, the history of early seafaring and flying, a fascination for diving or adventurous expeditions. This rich storytelling tradition is reflected in IWC's records and continues on the wrists of all those who own an IWC watch.

## 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 environmental protection.

## FURTHER INFORMATION

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# PORTUGIESEER CHRONOGRAPH RATTRAPANTE EDITION “BOUTIQUE MUNICH”

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REF. IW371217

## FEATURES

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Mechanical double chronograph movement – Stopwatch function with minutes and seconds – Small hacking seconds – Split-seconds hand for intermediate timing – Limited to 250 watches

## MOVEMENT

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Calibre	76240
Frequency	28,800 A/h   4 Hz
Jewels	31
Power reserve	44 h
Winding	Hand-wound

## WATCH

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Materials	Stainless-steel case, blue dial, blue alligator leather strap, stainless-steel folding clasp
Glass	Sapphire, convex, antireflective coating on both sides
Water-resistant	3 bar
Diameter	40.9 mm
Height	12.3 mm