
IWC OPENS PILOT'S BAR "LES AVIATEURS" IN GENEVA

Schaffhausen, 4. December 2017 – IWC Schaffhausen is opening the bar "Les Aviateurs" right next to its boutique on Rue du Rhône in Geneva. The venue has been designed in the style of an exclusive gentlemen's club and brings the fascinating world of Pilot's Watches from Schaffhausen to life like never before. Its tasteful and cosy feel invites guests to immerse themselves in the early years of aviation and sense the spirit of aviation pioneers such as Antoine de Saint-Exupéry. Highlights include cocktail creations by the partner Globus that are dedicated to the iconic IWC Pilot's Watches.

IWC opened its new boutique on Geneva's Rue du Rhône in the summer. With the pilot's bar "Les Aviateurs", the Schaffhausen-based watch manufacturer has partnered up with the high-end department store Globus to achieve another coup in the capital of Haute Horlogerie, making it possible to experience the brand famous for its legendary Pilot's Watches in an entirely new way. With the pilot's bar "Les Aviateurs", IWC is drawing on its extensive experience of countless events and atmospheric presentations of its product universe, such as those for the Salon International de la Haute Horlogerie (SIHH) in Geneva. It is also once again living up to its reputation as a pioneer: "By realizing this special catering concept that centres on the thrilling era of aviation pioneers and the sophisticated atmosphere of a gentlemen's club, we are offering a whole new brand experience. The bar "Les Aviateurs" acts as an extension of our boutique which is the first of its kind in the luxury watch segment," explains Linus Fuchs, IWC Managing Director Switzerland.

The bar was designed by IWC and gastronomy partner Globus in the hopes that it will become established as a meeting place for style-conscious gourmets from around the world. Characterized by dark wood and leather, the interior is reminiscent of the legendary gentlemen's clubs from the 1920s and 1930s, where pilots spoke of their experiences in the air. The carefully designed furnishings – including details such as original photos or maps – trans-

port guests back to the thrilling era of aviation pioneers. Among the highlights on the drinks menu are creative cocktails inspired by IWC's Pilot's Watch collection, such as the "R. J. Mitchell", named after the designer of the Supermarine Spitfire, or the "Rose" inspired by the rose motif from Antoine de Saint-Exupéry's story "The Little Prince".

A SEAMLESS EXTENSION OF THE BOUTIQUE

Right next door to the bar "Les Aviateurs" and directly linked to Globus is the IWC boutique, where visitors can admire the Pilot's Watches manufactured by the brand. With their high functionality and purist design, these timepieces from Schaffhausen have been bringing the dream of flying to wearers' wrists in a stylish way – for over 80 years. Visitors can admire icons such as the Pilot's Watch Mark XVIII, which harks back to the Mark 11 produced for the Royal Air Force in 1948, and the Big Pilot's Watch inspired by the historic Big Pilot's Watch Calibre 52 T. S. C. Other popular timepieces include the Spitfire Pilot's Watches with their slate-coloured dials and the Top Gun models with their cockpit-like design and black ceramic cases. The special editions in honour of the French author and pilot Antoine de Saint-Exupéry and his story "The Little Prince" feature tobacco brown or midnight blue dials.

IWC

SCHAFFHAUSEN

Les Aviateurs

Rue du Rhône 48
1204 Geneva

Opening hours:

Monday–Wednesday 7.00 a.m.–7.00 p.m.
Thursday 7.00 a.m.–9.00 p.m.
Friday 7.00 a.m.–7.30 p.m.
Saturday 8.30 a.m.–6.00 p.m.
Sunday closed

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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