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## THE EPITOME OF TIMELESS MODERNITY

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IWC unveils its new Portugieser collection. With its first secular perpetual calendar featuring a moon phase display calculated to deviate by just one day in 45 million years, IWC further underscores its expertise in the art of fine watchmaking. Several models have a slimmer case and double box-glass sapphire glass to provide an improved view of the meticulously finished dials and in-house movements. Finally, the Swiss luxury watch manufacturer presents dials in three new colours inspired by the never-ending cycle of day and night. Christian Knoop, Chief Design Officer at IWC Schaffhausen, walks us through the highlights of the new collection and explains the challenges involved in its development.

Christian Knoop, what exactly does the Portugieser mean to IWC?

The Portugieser is one of IWC Schaffhausen's emblematic collections. It dates back to the late 1930s, when we fitted a high-precision pocket watch movement into a wristwatch-size case, making it unusually large by the standards of the time. The combination of a rugged, oversized movement with the understated aesthetic of a highly legible dial has made the Portugieser one of our most popular watch families. The Portugieser also epitomises IWC Schaffhausen's prowess in the art of fine watchmaking. Over the years, we have enhanced it with various complications, such as mechanical calendars, tourbillons and an innovative tide display. And we should not forget that the Siderale Scafusia, the most complicated watch ever built by IWC Schaffhausen, is also a Portugieser.

What makes the design of the Portugieser so timeless?

It has the unmistakable look and feel of an instrument, and that perfectly embodies IWC's heritage and expertise in technical watches. Moreover, it is difficult to ascribe the simple case and uncluttered, easy-to-read dial to a specific era. Although the main design features dates back over 80 years, its aesthetic appeal is timeless. It has remained incredibly fresh and modern to this day. You can compare it to modernism in architecture and design, which ushered in the creation of many timeless buildings and furniture. Take Mies van der Rohe's iconic Barcelona Pavilion, whose minimalist design language and clean lines inspired our Manufakturzentrum. Products and architecture from that era have continued to radiate a striking modernity and fascinate subsequent generations.

How did the new collection take shape?

First and foremost, we focused on models that have been particularly well-received over the years. Apart from the Portugieser Perpetual Calendar, these have included the Portugieser Automatic, the Portugieser Automatic 40, and the Portugieser Chronograph. We meticulously reworked these watches, respecting their history, and perfected them down to the smallest details. We have completely re-engineered the case design and the finishing of the dials. At the same time, we developed groundbreaking new complications. The result is a new collection that combines innovation and engineering with timelessly beautiful design.

The Portugieser Eternal Calendar is a groundbreaking innovation. How did that happen?

IWC Schaffhausen has amassed an enormous amount of expertise with mechanical calendars since the 1980s. Kurt Klaus' perpetual calendar was the first to feature displays that were completely synchronized with each other and could be advanced simply by using the crown. We have taken his user-friendly design a step further and are now launching our first secular perpetual calendar. It has a mechanical program that recognises the different lengths of the months and adds a leap day at the end of February every four years. But that is not all. It also takes into account that over a time span of 400 years, three of the leap years that would normally occur in the Gregorian calendar are omitted. The Portugieser Eternal Calendar omits the leap year in years divisible by 100 but retains it for those divisible by 400. It is made possible by a century module whose slowest wheel completes a revolution only once every 400 years.

**You are also launching a new model with a tourbillon.**

Yes, the Portugieser Hand-Wound Tourbillon Day & Night. It has a flying minute tourbillon at 6 o'clock and contains 56 individual parts but weighs just 0.675 grams. Thanks to an integrated tourbillon stop, you can bring the mechanism to a complete standstill and set the watch with down-to-the-second precision. A diamond coating on the pallet fork and escape wheel significantly reduces friction. This Diamond Shell® technology, as we call it, helps to boost the flow of energy in the movement and create a massive 84-hour power reserve. A further highlight is the unusual day/night display at 9 o'clock.

**What is so special about the display?**

It has a 24-hour display that shows the passage of time not with a hand but with a tiny sphere. The sphere has a black side and a gold side, representing day and night on earth. The sphere can be seen from both sides of the watch: from the dial and through the movement. This is possible because the IWC-manufactured 81925 calibre is hand-wound and does not have a rotor. The display was the brainchild of one of our trainees as his entry for one of our apprentice challenges. Achievements like the Portugieser Hand-Wound Tourbillon Day & Night symbolise the success of IWC's training approach, which we have steadily perfected since the company's foundation 155 years ago. In-house training and the promotion of an innovative culture are fundamental elements of our unique approach to fine watchmaking.

**What changes have you made to the watch cases?**

The Portugieser features high-precision movements that often supply the power for complications. As a result, they tend to have large diameters and unusually thick movements. However, the Portugieser is known for its purist simplicity and light, almost airy design. One of the challenges we are facing as designers is to bring these opposing poles together. In the new collection, we have re-engineered the case design and made the watches visibly lighter. In addition to the slimmed-down casing ring, we now use box-glass sapphire crystals on both the dial side and the back. They are meticulously cut out of a solid blank and make the watches appear significantly slimmer. At the same time, they provide an even better view of the dial and movement.

**With Silver Moon, Horizon Blue, Dune and Obsidian, you are also introducing four new dial colours. How did they come about, and where did the inspiration come from?**

With the new colours for the dials and the combination of materials, we are spotlighting the Portugieser's timeless modernity. At the same time, we emphasise its

elegance and give the new models a surprisingly fresh and light touch. The new design codes are inspired by the different atmospheres of day and night. Silver Moon is inspired by the whitish shimmer of the moon and represents the early morning, just before daybreak. The combination of Horizon Blue dials and white-gold case reflects the early afternoon sky – a crisp blue with an underlying lightness. Dials in our new colour, Dune, are combined with stainless-steel cases and gold-plated hands and appliqués. This design code stands for the golden sun in the late afternoon, just before sunset. And to round it off, lacquered, Obsidian black dials with cases in gleaming red gold symbolise the twilight and the golden lights of the city.

**How did you achieve the incredible depth that we see in the dials?**

First, we treat the brass blanks to give them a sunburst or guilloché finish. Next, we apply the colour. The key to the unusually pronounced optical depth of the dials is the application of 15 layers of clear lacquer. We fine-grind the lacquer to smoothen it and then polish it to a high-gloss finish. The totalisers, or subdials, are milled into both the brass blank and the lacquer layer. The three-dimensional effect is further emphasised by the printing, which is carried out in several stages and adds to the sensation of depth. To finish, we individually hand-mount the appliqués for the numerals. This process is incredibly time-consuming and represents a significant challenge. We also meticulously reworked the graphics. The chapter ring characteristic of the Portugieser, for instance, now appears even cleaner and finer.

**What obstacles did you face when developing the collection?**

Presenting an established collection like the Portugieser in a new light while retaining its inherent character without fundamentally corrupting the design is an immense challenge. The new colours and the new case design helped us here. Redesigning a case may sound easy but in practice, it is enormously time-consuming. Every watch has to be designed from scratch and extensively tested to ensure compliance with IWC's demanding standards. Grinding and polishing the convex sapphire glass was also extremely complicated. Equally difficult was the task of achieving a further leap in quality on our already high-quality dials with the new domed geometry and the lacquer finish. The Portugieser Eternal Calendar and the Portugieser Hand-Wound Tourbillon Day & Night are also powered by newly developed, IWC-manufactured movements, which represents a considerable development effort.

How do you see the future of the Portugieser line?

Despite its long tradition, the Portugieser is still incredibly fresh and modern. Last year's campaign focusing on the Portugieser Chronograph proved that an established design can be presented in unexpected new ways simply by using different colours and straps. The configuration and customisation service offered in selected flagship boutiques also wonderfully demonstrates how the use of new colours and materials underlines the watch's versatility and adaptability. It was a further demonstration of the design's power and viability. We have some exciting ideas for further enhancing the line. As a result, I am convinced that the Portugieser will remain one of our most important and influential collections for many decades to come.

## 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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