
IWC SCHAFFHAUSEN OPENS FIRST AUSTRALIAN BOUTIQUE IN MELBOURNE

Australia, 9 February 2018 – Swiss luxury watch manufacturer IWC Schaffhausen proudly announces the opening of their first Australian boutique. Known for their timeless innovation and technical ingenuity, IWC Schaffhausen’s boutique has opened in partnership with Kennedy in Melbourne’s renowned luxury shopping destination at 360 Collins Street.

Brand Director of IWC Schaffhausen for Australia and New Zealand, Florian Gutsmedl has said he is thrilled to open the first Boutique in Australia and have finally found a home for the brand and its timepieces.

“Selecting Collins Street in Melbourne as a location for our first IWC Schaffhausen Boutique in Australia was a logical decision. With a large number of leading luxury brands already established on this luxury shopping street and nearby arcades attracting many tourists, the location is culturally appealing for high end shopping. With IWC Schaffhausen’s strong position in the Australian market, 360 Collins offers a home that truly reflects the status of the IWC brand.”

The boutique was designed by IWC’s in-house architects and will house limited edition collections and timeless pieces. The interior will feature the typically elegant IWC design, with soft beige tones and dark wood accents offering both a masculine and welcoming atmosphere, the perfect setting to showcase IWC Schaffhausen timepieces.

IWC Schaffhausen has chosen to partner with Kennedy, one of Australia’s leading watch and jewellery retailers to handle the operations of their first boutique and deliver an exceptional customer experience.

“We are proud to expand our portfolio and work with IWC Schaffhausen on their first dedicated Australian boutique. We’ve had a long-standing relationship with the brand, and

look forward to upholding the passion, innovation and technical excellence that they are renowned for,” says Kennedy Managing Director, Martin Rainer.

Seeing Australia as a market that offers a lot of potential for the brand, the boutique will create awareness and visibility in a prime, high-traffic location, enhancing customer experience and allowing watch enthusiasts to dive into the world of IWC Schaffhausen.

With a growing community of loyal customers, collectors and fans, Melbourne is the ideal location for IWC Schaffhausen and a natural progression for the brand. IWC Schaffhausen is thrilled to open their first Australian boutique.

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.

KENNEDY

Kennedy is one of the leading destinations for watches and jewellery, with five mono-brand boutiques, including IWC Schaffhausen Melbourne; as well as three multi-brand boutiques: The Star Sydney, Crown Melbourne and Crown Perth. A family business, Kennedy was founded in 1976 with a passion and precision for curating the world's finest timepieces and jewellery. Kennedy prides itself on providing a luxurious and memorable retail experience to watch connoisseurs with attentive, personalised service paired with exceptional product knowledge. Kennedy is owned by Australia's leading luxury brand retail group, Kennedy Luxury Group, who specialise in the world's most desirable luxury brands.

FURTHER INFORMATION

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