
IN SELECTED BOUTIQUES IWC IS OFFERING LEATHER ACCESSORIES BY SANTONI

Zurich / Schaffhausen, 1 March 2018 - IWC Schaffhausen is offering leather accessories by Santoni in boutiques across the world. Be it a belt to match one's Portugieser Chronograph or a clutch bag to complement the Da Vinci Automatic, this collection of meticulously hand-dyed leather items is designed to echo IWC timepieces, some of which are already fitted with Santoni leather bracelets.

These accessories will be available from March 2018 across select IWC boutiques: Madison Avenue in New York, Rodeo Drive in Los Angeles, New Bond Street in London, Residenzstraße in Munich, Nanjing West Road in Shanghai, and Hong Kong Heritage. The product range includes a credit card holder, belt and bracelet for men and a clutch bag and wallet for women.

"We are constantly striving to make shopping in IWC boutiques more attractive and to offer our customers the best possible experience. The accessories created by our long-time partner, Santoni, complement our watches perfectly, and what's more make wonderful gifts," explains Christoph Grainger-Herr, CEO of IWC Schaffhausen.

Giuseppe Santoni, CEO of Santoni, adds: "Santoni and IWC Schaffhausen share a passion for authentic hand-crafted

items, select materials and uniqueness. I am proud that we are developing our collaboration further and are able to offer an exclusive selection of handmade Santoni products in selected IWC boutiques".

A WIDE RANGE OF COLOURS

All accessories are made from high-quality calf-leather and come in up to nine different colours. They range from classic, subtle colours like brown, blue and black to striking, trendy tones such as orange, red and pink.

These products echo the colours of the Santoni bracelets IWC has outfitted many of its watches with since 2009. Each item is meticulously hand-dyed in Santoni ateliers, developing a unique patina over time.

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 organisations dedicated to environmental protection.

DOWNLOADS

Images of the Santoni accessories line for IWC can be obtained via press.iwc.com

MORE INFORMATION

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