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# IWC SCHAFFHAUSEN PREMIERES INDIVIDUALISATION SERVICE FOR THE PORTUGIESER CHRONOGRAPH IN DUBAI AND SHANGHAI FLAGSHIP BOUTIQUES

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Schaffhausen/Dubai/Shanghai, 13<sup>th</sup> March 2023: IWC Schaffhausen introduces an individualisation service for the Portugieser Chronograph in its flagship boutiques at the Dubai Mall and Shanghai Taikoo Hui Mall. Clients can try different combinations of case materials, unique dial colours, and straps to create their personal version of the iconic chronograph directly on their wrist. The individualised timepiece is then delivered after approximately three weeks.

A mechanical watch is much more than an instrument measuring time. It also underscores its owner's lifestyle, values and preferences. For this reason, IWC has continuously expanded the possibilities for personalisation in recent years - for example, by offering a broad range of straps or bracelets as accessories to enhance versatility. With an individualisation service for the Portugieser Chronograph, one of its most iconic models, the Swiss luxury watch manufacturer yet again breaks new ground and takes luxury watch personalisation to a whole new level.

"Our new individualisation service enables clients to become actively involved in the design process of their watch. They can assemble their favourite version of the Portugieser Chronograph using an attractive choice of case materials, dial colours, and straps. Unlike with an online configurator, different combinations of materials and colours can be tried out directly on the wrist, turning the individualisation process into an exciting and memorable experience," explains Christian Knoop, Chief Design Officer at IWC Schaffhausen.

## A CONSOLE INVITING CLIENTS TO DESIGN THEIR OWN WATCH

The individualisation display is designed like a console. Two cases in stainless steel and 18-carat 5N gold are at its centre. Once clients have selected a case material, they can choose one of 16 dial colours that were developed exclusively for this service. The palette includes vibrant and distinct shades such as turquoise, indigo, aubergine, or ginger. Each dial is available either with rhodium-plated or gold-plated appliques and hands. The dial plaques attach magnetically to the cases, allowing customers to freely explore different combinations of materials and colours. Finally, the watch can be fitted with a strap of choice, ranging from colourful calfskin or alligator leather, leather alternatives such as TimberTex® and rubber straps to a high-grade stainless steel bracelet. Once a client has decided on a final configuration, their timepiece then undergoes the individualisation service and will be delivered after approximately three weeks. A small "I" in a circle, placed in the small seconds subcounter at 6 o'clock, identifies each chronograph as an individually configured version.

The Portugieser Chronograph individualisation service is currently available exclusively in IWC's flagship boutiques at the Dubai Mall and Shanghai Taikoo Hui Mall. It will be launched in other flagship locations at a later stage.

## 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 of the new Portugieser Chronograph individualisation service can be downloaded free of charge from [press.iwc.com](http://press.iwc.com)

## FURTHER INFORMATION

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