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## IWC AND SOLARIS YACHTS SET SAIL WITH THE “DOUBLE MOON”

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Schaffhausen, 15 July 2020 – IWC Schaffhausen and its partner Solaris Yachts have jointly worked on a very special customised sailing yacht. A 55-foot Solaris 55 from the Italian boatbuilder was designed to perfectly reflect the spirit and visual codes of the new Portugieser watch collection. The yacht’s name “DOUBLE MOON” refers to the iconic moon-phase indication of IWC’s legendary perpetual calendar complication.

The history of the IWC Portugieser is inextricably linked to seafaring, sailing and navigation. In the late 1930s, the watchmakers from Schaffhausen developed the first Portugieser, a wristwatch with the precision of a marine chronometer. Its clean, functional dial took inspiration from the deck observation watches of the time; nautical precision instruments used for navigation. With the new collection, IWC continues the maritime legacy of the Portugieser and introduces a broad range of attractive new models, all of which are fitted with IWC-manufactured calibres and feature a timelessly modern design inspired by the world of modern yachting.

To make the universe of the Portugieser tangible in a never-before-seen way, designers from IWC and Solaris Yachts joined forces to create a customised sailing yacht. The starting point was the Solaris 55, a 55-foot long racer/cruiser which is optimised for performance sailing with a small crew but also offers maximum

comfort for extended cruising. The creative specialists carefully adapted the yacht to different design codes found in the new IWC Portugieser collection, while at the same time making sure that it perfectly represents the look and feel of the brand’s new advertising campaign. The yacht’s name, “DOUBLE MOON”, is reminiscent of the unique moon-phase display of IWC’s legendary perpetual calendar. Presented for the first time in 2003 in the Portugieser Perpetual Calendar (Ref. 5201), it correctly depicts the phase of the moon as seen in both the northern and southern hemispheres.

“The Solaris 55 is an elegant and modern sailing yacht with sleek lines, sport-inspired features and high-quality furnishings. It perfectly matches the nautical universe of the Portugieser. As a long-time sailor, I am particularly pleased that our most iconic watch family can now finally set sail,” said Christian Knoop, Creative Director of IWC Schaffhausen.

**STYLISTIC ELEMENTS FROM THE  
NEW PORTUGIESEER COLLECTION**

The hull, mast, boom and deck superstructure of the “DOUBLE MOON” are mostly dark blue and white. Inside, the main bulkhead, the bulkhead at the stairway and the window area are clad in black. The rudder and the handrails at the stairs are covered with braided blue leather, inspired by the unique calf leather used for the Boutique Edition watch straps. Cleats, winches and other details in polished chrome make for a noble appearance and link to the finished metal cases of the Portugieser watches. The British designer fashion label Orlebar Brown, likewise a partner of IWC, has furnished the cabin with colour-coordinated textiles such as seat cushions and towels. The saloon table features an integrated glass display watch box. The navigation area under deck prominently features the IWC Portugieser style clock and weather station, consisting of four luxury-finished instruments: a clock, a barometer, a hygrometer and a thermometer. These instruments have been available as an accessory to Solaris yachts since the announcement of the partnership earlier this year.

“It was an exceptional project in every respect, and we are all very proud of the result. In an extraordinary and tangible way, this yacht embodies the passion for craftsmanship and design that is lived every day both at Solaris Yachts and IWC,” explains Fabrizio de Falco, Product Manager at Solaris Yachts.

**SOLARIS YACHTS -  
YACHTING EXCELLENCE SINCE 1974**

The venture started in the 1970s in Aquileia, on the shores of the Venetian Lagoon. Here, first the Romans and then the Serenissima Republic left their important seafaring heritage, which was taken up by Solaris Yachts, manufacturer of Solaris. With a total area of 26,000 sqm, including 6,000 sqm undercover, besides building ‘custom’ yachts, the yard refits and restores yachts measuring up to 100 feet.

With forty years of dedicated boat building and refitting experience, and unique know-how, the technical department and skilled workers at Solaris design and build superior sailing yachts, combining technology and strength with the traditional manufacture of incomparable wood interiors. In 2018, a new era dawned for Solaris Yachts. The historic headquarters in Aquileia were extended to facilitate the production of each new Solaris yacht to optimum standards. Thanks to the expansion and reorganisation of all the company’s logistics, the production process has benefitted from further improvements in efficiency. With a more modern and functional working environment, it’s now possible to take care of the boats under construction, down to the smallest details.

## IWC SCHAFFHAUSEN

In 1868, the American watchmaker and entrepreneur Florentine Ariosto Jones travelled from Boston to Switzerland and founded the 'International Watch Company' in Schaffhausen. His visionary dream was to combine advanced American manufacturing methods with the craftsmanship of Swiss watchmakers to make the best pocket watches of his time. In doing so, he not only laid the foundation for IWC's unique engineering approach but also established the centralised production of mechanical watches in Switzerland.

Over its 150 year history, IWC Schaffhausen has developed a reputation for creating 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 technical watch cases manufactured from advanced materials, such as titanium-aluminide and Ceratanium®. Preferring the principle of "form follows function" over decoration, the Swiss watch manufacturer's timeless creations embody their owners' dreams and ambitions as they journey through life.

IWC sources materials responsibly and takes action to minimise its impact on the environment, creating intrinsically sustainable timepieces that are built to last for generations. The company prides itself in training its own future watchmakers and engineers, as well as offering an excellent working environment for all employees. IWC also partners with organisations that work globally to support children and young people.

## DOWNLOADS

Pictures of the Solaris 55 "Double Moon" can be downloaded from [press.iwc.com](http://press.iwc.com).

## FURTHER INFORMATION

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