
NAVIGATING NEW HORIZONS: THE NAUTICAL WORLD OF THE PORTUGIESE

Schaffhausen, 15th July 2020 – Following the launch of its new Portugieser collection, IWC Schaffhausen has joined forces with partners Solaris Yachts and Orlebar Brown to make the nautical universe of the Portugieser tangible in a unique way. Together, the three brands have created a modern sailing experience which consists of a customised Solaris 55 sailing yacht, a special edition Portugieser Yacht Club Chronograph and a nine-piece capsule collection of resort wear.

Sheets trimmed tight, hands firmly on the wheel: the bow turns slowly through the wind, and the yacht begins to pick up speed. The IWC Portugieser is deeply rooted in the world of seafaring, sailing and navigation. The clear and functional design of the first Portugieser was inspired by the deck watches of the time, nautical precision instruments used to calculate longitude on ships. For more than 80 years, the Portugieser has been the instrument of choice for individuals who are eager to take on the elements and set sail for new horizons.

“A speciality of IWC is to build authentic and emotional worlds around our products, as we did, for example, with the first round-the-world flight of a Spitfire or with our motorsport team IWC Racing. For the launch of our new Portugieser collection, we teamed up with Solaris Yachts and Orlebar Brown to create a yachting universe that encapsulates the nautical heritage of our most iconic watch family and makes it tangible in a never-before-seen way,” says Christoph Grainger-Herr, CEO of IWC Schaffhausen.

At the heart of this nautical world is a Solaris 55 from the Italian luxury yacht brand, Solaris Yachts, which has been carefully adapted to reflect the visual codes of IWC’s new Portugieser collection, with a dark blue and white colour palette and details in polished chrome. The yacht’s name, “DOUBLE MOON”, is reminiscent of the unique moon-phase display of IWC’s perpetual calendar which depicts the moon phase as seen both in the northern and southern hemispheres.

But such a yacht would not be complete without a matching timepiece and outfit for the skipper. Therefore, IWC has launched the Portugieser Yacht Club Chronograph Edition “Orlebar Brown” with a stainless-steel case and marine-blue dial. Thanks to its water-resistance and rugged qualities, this nautical chronograph feels equally at home on deck and ashore. What’s more, Orlebar Brown and IWC have come together to design a nine-piece “Capsule Collection” of fashionable resort wear.

**SOLARIS YACHTS -
YACHTING EXCELLENCE SINCE 1974**

Solaris Yachts embodies both the athleticism and elegance of sailing. The company is based in Aquileia, on the shores of the Venetian Lagoon, and has been building oceangoing sailing yachts that meet the highest requirements since the 1970s. Characterised by exceptional design and outstanding sailing performance, it sets new standards for leisure sporting yachts. Solaris combines high-tech solutions like carbon-fibre and glass-fibre composite materials, with traditional, solid shipbuilding. The Italian luxury sailing company also meets the highest demands for interior design, with cabins that impress down to the smallest detail with perfect, high-quality craftsmanship and refined woodwork.

The brand has been able to implement without compromise its own vision, system and innovations.

ORLEBAR BROWN

Since March 2007, British resort wear and lifestyle brand Orlebar Brown has reinvented holiday style for men, with their classic shorts remaining the original and best 'shorts you can swim in'.

After the success of their photographic print shorts, Orlebar Brown introduced their Design Your Own service in 2015, offering customers the opportunity to create their very own bespoke pair of photographic swim shorts via the #SnapShorts app in-store and online.

From a lightbulb poolside moment to a wardrobe staple, Orlebar Brown has grown into a global brand with a rapidly expanding portfolio of international stores, an enviable list of stockists and a burgeoning exploration into new product categories. Their stores can be found in more than 25 locations around the world, including London, Oxfordshire, New York, Miami, France, Istanbul, Greece, Australia, Kuwait and the UAE.

The brand has also amassed a growing customer community with a shared love of adventure via their social media initiative #OBsAroundTheWorld, which encourages customers to post images of themselves wearing OB. In addition, its host of reputable collaboration collections and celebrity fans has secured Orlebar Brown an unrivalled cult status.

Identifying four key categories in beach, sport, resort and coast, Orlebar Brown creates quality functional, timeless and tailored garments and accessories for each scenario to enable their customers to holiday better and share memorable experiences.

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", the Portugieser Yacht Club Chronograph Edition "Orlebar Brown" as well as the nine-piece collection of OB resort wear can be downloaded from press.iwc.com.

FURTHER INFORMATION

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