
CATE BLANCHETT AND IWC CMO FRANZISKA GSELL TALK ABOUT SUSTAINABILITY

Schaffhausen, 12th October 2020 – Following the release of IWC Schaffhausen’s second sustainability report, actor and producer Cate Blanchett connected virtually with IWC CMO Franziska Gsell to discuss sustainability. Sharing a mutual interest in the topic, they talked about IWC’s approach to actively managing its environmental and social impact, which has earned the brand a leadership role in sustainable luxury watchmaking.

Cate Blanchett, renowned actor and producer has been an IWC brand ambassador since 2006. The two-time Academy Award® winner joined IWC CMO Franziska Gsell, who is also the chair of the brand’s sustainability committee, for a discussion via video conference.

Cate Blanchett said: “When Franziska and I first met in 2015, we quickly discovered our mutual interest in sustainability topics. It is more important than ever for brands to review their environmental footprint and take concrete steps towards sustainability. The notion of transparency is key because clients want to know how a luxury product is manufactured.”

“Cate and I often speak about sustainability, and it’s truly a topic that is close to both of our hearts. It was a great honour to connect with her virtually, and I appreciate her shining a light on the efforts that we are undertaking on our journey to become a fully sustainable luxury company,” added Franziska Gsell.

During their conversation, Blanchett and Gsell discussed the longevity of IWC’s mechanical timepieces, which are engineered to last for generations. They also spoke about the importance of protecting the environment through purchasing renewable energy and reducing

waste. For example, IWC’s new packaging is also a travel pouch which can be used for years rather than thrown away. Another focal point was the responsible sourcing of raw materials and IWC’s certification to the 2019 Code of Practices of the Responsible Jewellery Council (RJC).

IWC RECENTLY RELEASED ITS SUSTAINABILITY REPORT 2020

In July, IWC released the second edition of its sustainability report by Global Reporting Initiative (GRI) standards, underscoring its leadership in sustainable luxury watchmaking. In 2018, IWC was the first Swiss luxury watch company to publish a report using these global best practice standards. In the new report, the company describes how it performed against the targets that were defined in 2018 and publishes new goals to reach by 2022. The publication of the biennial report illustrates IWC’s progress in integrating sustainability into everyday decision-making and managing its social and environmental impact responsibly.

The video of the conversation between Cate Blanchett and Franziska Gsell is now live on IWC’s social media channels and [iwc.com](https://www.iwc.com).

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

Still pictures of the video discussion can be downloaded from press.iwc.com

FURTHER INFORMATION

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