
IWC SCHAFFHAUSEN OPENS ITS NEWLY REDESIGNED FLAGSHIP BOUTIQUE ON RODEO DRIVE

Schaffhausen/Beverly Hills, 5th October 2023: IWC Schaffhausen officially reopens its flagship boutique on the iconic Rodeo Drive in Beverly Hills, California. From the full-height façade to the smallest details inside, the boutique has undergone a complete renovation with a loft-inspired style. The boutique invites visitors and clients alike to explore the IWC universe and the engineering behind its watches with ease and comfort. Amongst the boutique highlights are the XPL installation, the heritage exhibition display, the lifestyle and custom studio, and the in-house watch spa service. With its deep American roots, the reopening is a celebration of the Swiss luxury watch manufacturer's past, present, and future.

In 2008, IWC Schaffhausen opened its first US boutique in Beverly Hills. This was an important milestone for the 155-year-old Swiss luxury watch manufacturer founded by American engineer and watchmaker, Florentine Ariosto Jones. Originally located on Brighton Way, the boutique has since then moved to Rodeo Drive where it first opened its doors in 2015. The reopening marks yet another step in the implementation of the new series of IWC flagship boutiques around the globe. Each one with its own distinctive features, the Rodeo Drive flagship boutique is a reference to IWC's case material expertise. An expertise that was recently reinforced with the new range of colored ceramics that are inspired by American landscapes (Mojave Desert, Lake Tahoe, and Woodland Forests).

"We are thrilled to welcome clients and visitors alike back into our flagship boutique on Rodeo Drive. With our American roots, it holds a special place in our hearts. The redesigned boutique draws inspiration from American landscapes which is combined with technology and storytelling about our engineering. This interplay reflects our innovative spirit. The relaxed yet sophisticated space allows visitors to fully experience our universe, get inspired, and learn more about the many facets of IWC," states Chris Grainger-Herr, CEO of IWC Schaffhausen

Designed in a loft-like style, the boutique has a full-height glass façade and entrance welcoming visitors inside. Spanning over 528 square feet, IWC's innovative spirit, craftsmanship, and engineering expertise is exemplified by the XPL installation featuring a Shock Absorber exhibition piece, the heritage exhibition display, and the so-called engineering wall. This wall illustrates the ceramic process, case production, and hand-in movements. For the

reopening, IWC pays tribute to the Pilot's Watch with a full display of historical timepieces from the collection.

Seamlessly blending natural materials and earthy hues with modern elements, the boutique has a black, green, white, and cream color scheme further emphasizing IWC's colored ceramics. The two boutique lounges are inspired by the colors IWC and PANTONE® specified as "Mojave Desert" and "PANTONE® Ceratanium®". Both lounges can also be used for live streaming events, virtual factory tours and meetings as well as private events. Connecting the two floors, the wooden staircase and paneling on the wall and ceiling offer a cozy and welcoming space.

On the ground floor, the lifestyle and custom studio features two displays. The strap studio display provides an overview of the strap options for the Pilot's Watch, Portugieser, and Portofino collections. The other one showcases a colorful variety of dials for the newly introduced Portugieser 3716 Individualization Service available exclusively at IWC flagship boutiques. On the second floor, for the first time, an IWC boutique has a permanently installed watch spa at the front of the house. This allows clients to see their timepiece get cleaned and its accuracy and water resistance get tested. It also has an embossing machine and accommodates exploded movement calibers, giving visitors a unique insight into the brand's product complexity and craftsmanship.

Located at 329 North Rodeo Drive, Beverly Hills, the flagship boutique is IWC's 4th new generation flagship boutique worldwide. It follows the brand's recent boutique openings in Washington DC, Hudson Yard, New York, and Short Hills, New Jersey.

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 can be downloaded free of charge from press.iwc.com

FURTHER INFORMATION

IWC Schaffhausen
Public Relations department
Email press-iwc@iwc.com
Website press.iwc.com

INTERNET AND SOCIAL MEDIA

Website iwc.com
Facebook facebook.com/IWCWatches
YouTube youtube.com/iwcwatches
Twitter twitter.com/iwc
LinkedIn linkedin.com/company/iwc-schaffhausen
Instagram instagram.com/iwcwatches
Pinterest pinterest.com/iwcwatches