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## IWC SCHAFFHAUSEN AND MERCEDES-BENZ OPEN “HAUS”, A UNIQUE CONCEPT STORE IN HONG KONG

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Hong Kong, 8<sup>th</sup> February 2021 – IWC Schaffhausen is proud to announce the opening of HAUS. The Swiss luxury brand’s first-ever concept store has been created in partnership with Mercedes-Benz Hong Kong and will deliver a unique customer experience. In addition to a contemporary showroom and retail lounge, HAUS features a bar and restaurant curated by Tatler Dining Kitchen and a membership program with many exclusive benefits for members. Initially, the concept store will focus on IWC’s Big Pilot’s Watch and the Mercedes-Benz G-Class, two of the most recognisable icons from both brands.

IWC Schaffhausen and Mercedes-Benz have enjoyed a successful partnership for many years. They first joined forces in 2004, when IWC became a partner of Mercedes-AMG, the high-performance brand of Mercedes-Benz. In 2013, IWC became the “Official Engineering Partner” of the Mercedes-AMG Petronas Motorsport Formula One team. By opening their first concept store in Hong Kong, both brands are now taking their partnership to the next level. Named after the German word for “house”, the concept is a nod to the origins and legendary engineering spirit that both the Swiss luxury watch manufacturer and the German automotive brand share.

“With HAUS, we have created a unique space for watchmaking and car enthusiasts. Our concept store is a platform that fosters creativity through different events, a welcoming space where members can meet, share ideas and connect. Initially, we will focus on two of the most recognisable models from each brand, the IWC Big Pilot’s Watch and the Mercedes-Benz G-Class, highlighting their shared philosophy and success story”, says Peter Lao, IWC Managing Director Hong Kong, Macau & Taiwan.

### THE FASCINATING STORY OF TWO LUXURY ICONS

Both the Big Pilot’s Watch and the G-Class were initially designed almost exclusively according to functional characteristics and requirements. Launched in 2002 with a purely functional design, the Big Pilot’s Watch was inspired by a robust, rugged and highly reliable observation watch from the 1940s. The G-Class was engineered with a focus on maximum off-road capability and versatility. Both the Big Pilot’s Watch and the G-Class have transcended their humble utilitarian beginnings and attained iconic design status. Today, they are both vastly improved machines with all the latest features one would expect of a high-end sports watch and a high-end off-road car. They are both true to their utilitarian DNA and instantly recognisable design codes, embodying design legacy, popular culture, luxury and lifestyle expression all at once.

“It was the Big Pilot’s Watch, with its pure and crisp design, that introduced me to the IWC Schaffhausen

brand. The design story and uncompromising execution of the 'form follows function' principle is still fascinating. The large case, oversized conical crown, easily legible dial - every detail is there for a reason," explains Christian Knoop, Creative Director of IWC Schaffhausen. "No other Pilot's Watch on the market combines such a powerful design DNA with so many different creative executions over time."

"As a designer, my drive is to create perfection in beauty. My aim is to come closer to this ideal with every design we create. With the new G-Class that was the most difficult part: perfecting the icon very gently," says Gorden Wagener, Chief Design Officer at Daimler Group. "The current G-Class is the best combination of function and beauty. No other car combines tangible luxury and comfort with such robustness and solidity," adds Wagener.

#### **AN EXCLUSIVE CLUBHOUSE FOR THE LOCAL COMMUNITY**

The showroom, where visitors can experience an exquisite choice of mechanical timepieces from IWC and a varied selection of Mercedes cars, is furnished in the style of an exclusive clubhouse. A highlight at HAUS is also the glamorous bar and restaurant on the first floor, where visitors can enjoy a drink or dinner. The culinary offer is curated by Tatler Dining Kitchen exclusively for HAUS and will feature some of the best cafe and restaurant operators from the Hong Kong area.

#### **AN EXTENSIVE RANGE OF BENEFITS FOR HAUS MEMBERS**

IWC and Mercedes will also offer a membership program for HAUS. Owners of an IWC watch or a Mercedes car can apply for a membership by specifying their watch's serial number or their car's number plate. Members will have access to a wide range of benefits. For example, they will be able to attend exclusive bi-weekly lifestyle events, receive special benefits on HAUS food and beverages, and enjoy birthday privileges or priority table bookings for Tatler Dining Kitchen events. Members can discover all the benefits and events at a dedicated website and through the virtual membership card.

The 5000 sq ft concept store is located in Shop 38 & 40, G/F, 48 Queen's Road Central, Central, Hong Kong. Customers of IWC Schaffhausen and Mercedes-Benz Hong Kong will enjoy privileged membership benefits.

## 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

Images of the HAUS concept store can be downloaded at [press.iwc.com](http://press.iwc.com).

## FURTHER INFORMATION

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