
IWC SCHAFFHAUSEN AND EILEEN GU AUCTION EXCLUSIVE WATCHES AT THE LAUREUS CHARITY NIGHT IN ZURICH

Schaffhausen/Zurich, 8th November 2023: IWC Schaffhausen and freestyle skier Eileen Gu team up for a unique watch auction at the 2023 Laureus Charity Night in Zurich, Switzerland. Two watches are being auctioned, both of which have been worn by the Olympic champion and IWC brand ambassador at special times in her life. Both models are engraved with Eileen's signature, making them exclusive and unique timepieces. At the Charity Night, IWC also offers guests the opportunity to design a personalised version of the Portugieser Chronograph. For each watch ordered, IWC makes a donation to the Laureus Foundation Switzerland.

Not only on the slopes is freestyle skier and IWC brand ambassador Eileen Gu breaking all the records, but she is also enrolled as a student at the prestigious Stanford University and working as an internationally successful model. At the 2022 Winter Olympics in Beijing, she won two gold medals and one silver medal, which also marked her first Olympic games. In May of this year, she also added the title of "Laureus World Action Sports person of the Year" to her accolades on her already impressive CV. Eileen is a tireless spokesperson for diversity and equal opportunities in sports. Using her voice as an elite athlete, she primarily hopes to inspire young women by giving them the courage to pursue their dreams.

ONE AUCTION LOT WITH TWO VERY SPECIAL IWC WATCHES

At the 2023 Laureus Charity Night, which takes place on 11th November at the Zurich Convention Center, Eileen Gu and IWC Schaffhausen are auctioning one-of-a-kind watches. Obtainable for the highest bidders are two of Eileen Gu's IWC watches that feature a unique engraving and have a special connection to the 20-year-old sporting star.

The Pilot's Watch Chronograph TOP GUN Edition "Lake Tahoe" turns heads with its 44-millimetre case made from hard and scratch-resistant white ceramic.

This was the watch Eileen Gu wore for her first IWC photoshoot after she was made a brand ambassador for the Schaffhausen-based watch manufacturer in 2021. The design is inspired by the wintry landscape around the freshwater Lake Tahoe, which is where Eileen first took to her skis as a little girl.

The second watch is the Portofino Automatic Day & Night 34. This classically elegant Portofino in stainless steel with a deep blue dial is studded with 66 diamonds. This is the watch that Eileen wore when she was named "World Action Sports person of the Year" at the 2023 Laureus World Sports Awards Gala in Paris this May. There, she also met Laureus Chairman Edwin Moses and had the opportunity to speak with him about the foundation.

"The white ceramic Pilot's Watch Chronograph represents more than just the start of my journey with IWC Schaffhausen. The Lake Tahoe Edition also reminds me of the place where I discovered and nurtured my love for skiing. Since then, sports have taught me so much and altered my life in profound ways: they have taught me confidence, resilience, sportsmanship, and creativity.

The Portofino Automatic Day & Night 34 was on my wrist when I received one of the most important awards of my career - Laureus' Action Sportsman of the Year. I hope that by auctioning off these pieces, we can make a contribution to the Laureus Foundation's impactful philanthropic mission of supporting underserved young people through the power of sport," explains Eileen Gu.

The Pilot's Watch Chronograph TOP GUN Edition "Lake Tahoe" and the Portofino Automatic Day & Night 34 are engraved on the back with Eileen's signature, making the two watches exclusive and unique timepieces. Alongside the watches, IWC and Eileen are auctioning a pair of freestyle skis in "Lake Tahoe" design from Swiss ski brand Faction Collective and a skiing weekend for two in the winter sports resort of Laax in Grisons, Switzerland.

**DESIGN A WATCH AND DO GOOD
AT THE SAME TIME**

A first for Switzerland, IWC is also bringing its personalisation service for the Portugieser to the Zurich Convention Center. Guests will have the opportunity to visit a special stand in the foyer, where they can put together their version of the Portugieser Chronograph. As well as cases made from stainless steel or 18-carat 5N gold, there is a choice of 16 dial colours specially developed for this service. Every watch ordered will have "LCN 2023" printed on the see-through case back as a reminder of the special event. IWC will donate 3000 Swiss francs to the Laureus Foundation Switzerland for each stainless steel watch sold and 5000 Swiss francs for every 18-carat 5N gold watch sold.

**LAUREUS
FOUNDATION SWITZERLAND**

The aim of the Laureus Foundation Switzerland is to enable children and young people to live a positive life full of self-determination through sports. Beyond sports and its associated values, Laureus also systematically promotes the integration and personal development of the young, as well as their physical and mental well-being. The main focus is not on achievement but rather on enjoying sports and shared experiences. The foundation helps young people who need support – regardless of their gender, ethnicity, religion, social class or health issues.

Laureus supports over 23,000 children in Switzerland through seven charitable sports projects each year. The dedication of around 30 Swiss ambassadors, including cycling legend Fabian Cancellara, track athlete Mujinga Kambundji, skier Marco Odermatt and schwinger wrestler Christian Stucki, is a wonderful source of inspiration for all the children and young people involved. The Laureus Foundation Switzerland was established in 2006 by IWC Schaffhausen in collaboration with Mercedes Benz as part of the international Laureus Sport for Good Foundation.

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 of the watches on sale in the auction are available at press.iwc.com

FURTHER INFORMATION

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