
IWC SCHAFFHAUSEN OPENS ITS FIRST BOUTIQUE IN COSMOPOLITAN BERLIN

Schaffhausen/Berlin, 17th July 2023: IWC Schaffhausen announces the opening of its first boutique in Berlin. Located on Kurfürstendamm, the city's famous shopping boulevard, it is designed as an open and welcoming space where clients can discover the Swiss luxury watch manufacturer's main collections. The so-called Engineering Wall provides visitors with a deep-dive into the inner workings of IWC-manufactured movements and complications. A comfortable bar and lounge area looking out on the lively boulevard completes the visitor experience.

Berlin is a world-class destination with a rich, storied past and a vibrant atmosphere. Like no other metropolitan area in Europe, it attracts creative minds like artists and designers, filmmakers and musicians, but also pioneering entrepreneurs and start-up founders from the tech world. The new IWC boutique in Berlin is the Swiss luxury watch manufacturer's second boutique in Germany after Munich. It is located on Kurfürstendamm, Berlin's most famous shopping boulevard.

"The origins of IWC, like my own, are connected to Germany. Back in 1868, our founder Florentine Ariosto Jones, located production in the German part of Switzerland near the Black Forest so that he could hire German watchmakers for his factory. Since then, German engineering talent and technical expertise have been embedded in our design and manufacturing processes. Therefore, we are thrilled to be represented in the German capital with an IWC boutique", says Christian Knoop, Creative Director of IWC Schaffhausen.

THE SIXTH INSTALMENT OF IWC'S NEW BOUTIQUE CONCEPT

After Battersea Power Station, Rotterdam, Sanya, Washington and Costa Mesa, Berlin is the sixth location to feature IWC's new boutique concept, offering a transparent and cosy interior as welcoming as a friend's home. On more than 200 square meters, clients can

explore the art of Swiss watchmaking in an immersive environment. While showcasing IWC's most important product lines, separate exhibitions also demonstrate the brand's engineering and materials competence. IWC's watch families, such as the sporty Pilot's Watches, the classic Portugieser and the refined Portofino, are displayed in glass vitrines.

The Engineering Wall enables visitors to dive deeply into IWC's engineering heritage. Among other things, it features easy-to-understand models showing the assembly order of different IWC-manufactured movements, as well as explaining the functionality of IWC's Pellaton winding system and the double moon phase display. Another part of the exhibition walks visitors through the colour engineering from the first inspiration to the coloured ceramic case. Finally, the Engineering Wall also visualises the complex ceramic production process from polycrystalline powder to green body and finished ceramic watch case.

Complementing the visitor experience is a lounge area, an inviting and quiet corner for clients to relax and have a drink. A separate space for different events, such as watchmaking classes or virtual manufacturing tours, completes the amenities of the boutique.

The new IWC boutique is located on Kurfürstendamm 184, 10707 Berlin.

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 specializes in highly engineered watch cases manufactured from advanced materials, such as colored ceramics, Ceratanium®, and titanium aluminide.

A leader in sustainable luxury watchmaking, IWC sources materials responsibly and takes action to minimize 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 organizations that work globally to support children and young people.

DOWNLOADS

Images of the new IWC boutique in Berlin can be downloaded free of charge from press.iwc.com

FURTHER INFORMATION

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