
IWC SCHAFFHAUSEN RETURNS TO ITS AMERICAN ROOTS WITH NEW BOSTON BOUTIQUE

Schaffhausen/Boston, September 30, 2024: IWC Schaffhausen announces the opening of its first boutique in Boston, the hometown of its founder, Florentine Ariosto Jones. The boutique offers a modern and welcoming environment with a touch of elegance and industrial design, allowing visitors to discover the world of IWC. An “Engineering Wall” provides insights into the making of watch movements and cases.

In 1868, Florentine Ariosto Jones traveled from Boston to Switzerland and established the “International Watch Company” in Schaffhausen. On the banks of the Rhine, the then 27-year-old watchmaker and engineer realized his bold vision of an industrialized, centralized watch production – powered directly by the current from the river. 156 years later, IWC Schaffhausen is opening its first boutique in the home town of its founder.

“Our history and heritage have always been an integral part of our identity as a watchmaker. Returning to Boston, where the journey of our visionary founder began, has been a long time coming for us. The new boutique perfectly represents who we are and how Florentine Ariosto Jones’ unique engineering approach continues to shape us today,” explains Chris Grainger-Herr, CEO of IWC Schaffhausen.

The capital of the state of Massachusetts is the largest city in New England and one of the oldest, wealthiest and culturally richest cities in the US. Embodying innovation and entrepreneurship, the city is home to some of the world’s leading universities and research institutes. IWC’s new boutique is located on the end of Newbury Street, right next to the Boston Public Garden.

WHERE HISTORY MEETS MODERNITY

The boutique is designed in contrasting black and white. Black oak floors, large windows and spacious glass displays create a sense of openness and invite visitors to immerse themselves in the fascinating universe of IWC. The interior is inspired by the concrete formwork structures of industrial buildings. In the entrance area, visitors are greeted by a comfortable lounge. On the wall, the slogan “Imagined in Boston. Created in Schaffhausen” is an ode to IWC’s American origins. Throughout the boutique, more nods to IWC’s history and its founder

can be discovered; photos of Florentine Ariosto Jones, for example, and drawings of Jones’ first watch factory, which is also the building that today serves as the Swiss luxury watch manufacturer’s global headquarter in Schaffhausen.

The “Engineering Wall” demonstrates the complex manufacturing of movements and cases, offering insights into IWC’s comprehensive watchmaking and engineering expertise. Visitors can discover the complexity and inner workings of IWC-manufactured movements or experience the different process steps in the production of watch cases made from advanced materials such as colored ceramics or Ceratanium®.

On display are IWC’s main collections, such as the sporty Pilot’s Watches, the timeless Portugieser, the classic elegant Portofino and the emblematic Ingenieur. The spectrum of models ranges from automatic watches to complications such as chronographs or the legendary perpetual calendar from Kurt Klaus.

A CURATED EXHIBITION DURING THE OPENING PERIOD

During the opening period, visitors can discover a unique selection of early IWC-manufactured movements and pocket watches selected by the IWC Museum in Schaffhausen. The exhibition showcases Jones’ industrialized approach and a variety of early IWC pocket watches. One highlight is a movement for a women’s pocket watch, produced as early as 1875. Other exhibits include Hunter pocket watches, one of them with a case engraving adapted for the American market.

The new IWC boutique is located at 2 Newbury Street, 02116 Boston, Massachusetts, USA.

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 Schaffhausen boutique in Boston can be downloaded free of charge from press.iwc.com

FURTHER INFORMATION

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