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## GISELE BÜNDCHEN TALKS ABOUT TIME AND STYLE WITH IWC SCHAFFHAUSEN AT ART BASEL MIAMI

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Schaffhausen/Miami, December 8, 2023: IWC Schaffhausen hosted an intimate conversation with supermodel and brand ambassador Gisele Bündchen during Art Basel Miami. Emphasizing the importance of time, Gisele shared insights on how she balances a fully packed schedule, “me time,” and most importantly, family time. From its history to how to style it, another focal point of the conversation was the Ingenieur Automatic 40.

During Art Basel Miami, IWC Schaffhausen hosted a conversation with supermodel and brand ambassador Gisele Bündchen. Recognized for her influence in the fashion industry and beyond for almost three decades, Gisele shared her thoughts on the intertwined themes of time management, watches, and style. The intimate conversation was set against the backdrop of Miami Beach’s contemporary art museum, The Bass, known for embracing design, fashion, and architecture in its program. She was accompanied onstage by style and watch editor, Malaika Crawford.

The conversation also focused on design with reference to watch designer and artist Gérald Genta. Earlier this year, the Swiss luxury watch manufacturer introduced the Ingenieur Automatic 40. It draws design cues from Genta’s Ingenieur SL (Reference 1832) from the 1970s while meeting the highest standards regarding ergonomics, finishing, and technology. The collection encompasses one reference in titanium and three in stainless steel with respectively a black dial, a silver-plated dial, and an aqua dial. The Ingenieur Automatic 40 is powered by the IWC-manufactured 32111 caliber with a power reserve of 120 hours. All new models feature soft-iron inner cases to protect the movements from magnetic fields and are water-resistant to 10 bar.

Gisele’s favorite is the Ingenieur Automatic 40 (Ref. IW328903), thanks to the aqua dial. Considered a

quintessential 21<sup>st</sup>-century sports watch, she explained why she loves this watch. As someone who is always on the go and has a schedule packed with different events, she appreciates the wearability and versatility of the watch. Made from stainless steel with an integrated bracelet, it is perfect for any occasion, be it casual or formal. It is the kind of watch one can build an entire outfit around or use as a finishing touch.

“With a packed schedule and always being on the move, I have learned to make the most of every hour,” said Gisele. “I like wearing my Ingenieur because it is beautiful and comfortable. You can wear it with anything, and it will look great.”

The event brought together the worlds of horology, style, and design, showcasing the mutual admiration between Gisele and IWC Schaffhausen. In 2022, Gisele joined the IWC family as a brand ambassador. The relationship is built on shared values and ambitions. Through her career, Gisele has become one of the most successful and recognizable supermodels in the world. Not only because she has been photographed by legendary photographers and walked the runways of the best-known fashion houses but also because of her work within sustainability. Gisele has been a Goodwill Ambassador for the United Nations Environmental Program since 2009. She has also been honored by renowned academic institutions such as Harvard University for her longstanding commitment to key environmental issues.

## 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](http://press.iwc.com)

## FURTHER INFORMATION

IWC Schaffhausen  
Public Relations department  
Email [press-iwc@iwc.com](mailto:press-iwc@iwc.com)  
Website [press.iwc.com](http://press.iwc.com)

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