IWC
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IWC SCHAFFHAUSEN OPENS ITS FIRST NORDIC BOUTIQUE IN THE HEART OF COPENHAGEN

Schaffhausen/Copenhagen, 6th June 2024: IWC Schaffhausen announces the opening of its inaugural Nordic boutique in Copenhagen, Denmark. Centrally located in one of the most vibrant Nordic cities, IWC now brings its engineering and fine watchmaking to the city like never before. Featuring an Engineering Wall, a lounge and a bar, the space welcomes guests to explore the IWC collections, engineering, and history with comfort and ease.

IWC Schaffhausen opens its first boutique in Denmark, nestled in the heart of Copenhagen. The new boutique is located on Ny Østergade, a bustling side street to Copenhagen's main shopping street, Strøget, where design and gastronomy harmoniously meet.

"Copenhagen serves as the perfect backdrop for our first boutique in Denmark. With its rich history, picturesque architecture and waterfront, and vibrant cultural scene, the city embodies a harmonious blend of tradition and modernity, mirroring the essence of IWC Schaffhausen," states Franziska Gsell, Chief Marketing Officer of IWC Schaffhausen.

IWC Schaffhausen feels right at home in the waterfront capital where clean lines, functionality, and cultural heritage reign supreme. Since 1868, it has been located on the banks of the River Rhine in Schaffhausen, where it uses the hydropower from the river to power its Manufakturzentrum. Here, craftswomen and -men who have perfected their artisan skills work hand-in-hand with state-of-the-art machines. Engineering beyond time, they continuously push the boundaries of innovation while remaining steadfast in their commitment to craftsmanship, performance and longevity, always with functionality in mind.

Spanning 110 square meters, the boutique invites guests to explore and learn more about the different core IWC collections. From the Pilot's Watch first introduced for civil aviation purposes and the Portugieser built at the request of two Portuguese merchants to the Portofino embodying the laid-back Mediterranean style and the Ingenieur with its rugged sportiness and technical appeal, each collection tells its own story of ingenuity, passion and purpose.

The boutique features an IWC staple, namely the so-called Engineering Wall showcasing its engineering heritage. Among other things, it displays the inner workings of IWC-manufactured movements, complications, and its expertise in developing advanced materials, such as Ceratanium® and coloured ceramics.

With its elevated contemporary design, the boutique taps into its surroundings for inspiration while staying true to the distinctive IWC aesthetic. It is furnished with classic Danish design from Handvärk, Gubi and Icons of Denmark with minimalistic expressions focused on quality underscoring the timelessness of IWC. The muted colour scheme reminiscent of the Colours of TOP GUN adds warmth to the space, while the various materials from wooden panels, soft rugs and exposed ceilings give it depth. Completing the visitor experience, there is a cosy lounge with a fireplace and a bar where visitors can relax and enjoy a variety of beverages and snacks.

To mark the opening of the boutique, IWC Schaffhausen presents a special artwork by the artist M'Brick. The piece illustrates the IWC Pilot's Watch Chronograph TOP GUN Edition "Lake Tahoe" (Ref. IW389105). It is made out of more than 35.0000 bricks, making it the largest piece ever made by the artist. Using a seemingly random variety of bricks in different shapes and sizes, it has a three-dimensional and captivating complexity to it. From afar, the bricks form the instantly recognisable Pilot's Watch, however, the closer one gets to it, the vaguer the subject becomes and takes on a whole new life of its own.

The new boutique is located on Ny Østergade 3, 1101 Copenhagen, Denmark.

IWC Schaffhausen · Baumgartenstrasse 15 · 8201 Schaffhausen, Switzerland
Phone +41 (0)52 235 75 65 · Fax +41 (0)52 235 75 01 · press@iwc.com · press.iwc.com

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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

FURTHER INFORMATION

IWC Schaffhausen
Public Relations department
Email press-iwc@iwc.com
Website press.iwc.com

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