
THE IWC SCHAFFHAUSEN PORTOFINO AUTOMATIC MOON PHASE 37 YEAR OF THE SNAKE WITH A SERPENT-SHAPED ROTOR

Schaffhausen/Shanghai, 28th August 2024: IWC Schaffhausen celebrates the beginning of the Year of the Snake with a special edition in the Portofino collection. The Portofino Automatic Moon Phase 37 Year of the Snake captivates with its burgundy dial, which harmonises perfectly with the golden moon of its moon phase display. The serpent-shaped oscillating mass is an artfully crafted homage to the sixth animal in the Chinese zodiac. The watch comes with a black and a burgundy calfskin strap and is limited to 500 pieces.

Following a time-honoured tradition, IWC Schaffhausen welcomes the Lunar New Year with a special edition watch. 29th January 2025 marks the beginning of the Year of the Wood Snake – a combination that will occur in the Chinese calendar for the first time since 1965. People born under this zodiac sign are considered wise, clever and courageous. As the snake is associated with wisdom and agility, they are believed to be excellent problem solvers and to possess strong analytical capabilities. They value knowledge and like to pursue profound philosophical questions. However, the snake is also a sign of rebirth and change, representing fertility and strength. Finally, snakes are also said to love the finer things in life, and often strive for power and wealth.

“Since 1984, the Portofino from IWC Schaffhausen has embodied classic elegance and timeless beauty. With its charming moon phase display at 12 o'clock, the Portofino Automatic Moon Phase 37 is among the collection's most coveted pieces. With this new timepiece, we would like to wish everyone a strong start into the year of the snake,” said Peter Lao, Managing Director of IWC Schaffhausen in China.

The **Portofino Automatic Moon Phase 37 Year of the Snake** (Ref. IW459604) features a stainless steel case with a diameter of 37 millimetres and a burgundy dial. This unique shade of red symbolises the vibrant colour of fire, typically used to welcome the Lunar New Year in China. Situated at 12 o'clock, the moon phase display works so precisely that it only deviates from the actual orbit of Earth's satellite by one day after 122 years. The golden moon and stars stand out against the burgundy backdrop and harmonise beautifully with the gold-plated hands and appliques.

The watch is powered by the IWC-manufactured 32800 calibre with automatic winding and a power reserve of five days. Another highlight is hidden on the back: the gold oscillating mass is crafted in the shape of a snake, a nod to the Lunar New Year. For added versatility, the Portofino Automatic Moon Phase 37 comes with two straps. One is crafted from black calfskin and one from burgundy calfskin, while both feature a butterfly clasp. A quick-change system enables wearers to change the look of their watch effortlessly.

PORTOFINO AUTOMATIC MOON PHASE 37 YEAR OF THE SNAKE

REF. IW459604

FEATURES

Mechanical movement – Central hacking seconds – Moon phase display – Quick-change system for easy change of the strap

MOVEMENT

IWC-manufactured calibre	32800
Frequency	28,800 vph / 4 Hz
Jewels	21
Power reserve	120 h (5 days)
Winding	Automatic

WATCH

Materials	Stainless steel case, burgundy dial, gold-plated hands and appliqués, black and burgundy calfskin straps
Glass	Sapphire, convex, antireflective coating on both sides
Water-resistant	5 bar
Diameter	37 mm
Height	11.3 mm

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 Portofino Automatic Moon Phase 37 Year of the Snake 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

INTERNET AND SOCIAL MEDIA

Website iwc.com

Facebook facebook.com/IWCWatches

YouTube youtube.com/iwcwatches

Twitter twitter.com/iwc

LinkedIn linkedin.com/company/iwc-schaffhausen

Instagram instagram.com/iwcwatches

Pinterest pinterest.com/iwcwatches