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# SUPERMODEL GISELE BÜNDCHEN VISITS IWC SCHAFFHAUSEN AT WATCHES AND WONDERS GENEVA

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Schaffhausen/Geneva, 9<sup>th</sup> April 2024: Philanthropist, NYT Bestselling Author, Global Supermodel and IWC Brand Ambassador Gisele Bündchen joined IWC Schaffhausen at the renowned Watches and Wonders event in Geneva. This year, the Swiss luxury watch manufacturer presents its new Portugieser collection with reworked designs, new colour codes, and new complications such as the Portugieser Eternal Calendar. The thematic exhibition “A Tribute to Eternity” showcases the endless cycle of day and night with a special nod to the Moon and space.

On the opening day of Watches and Wonders in Geneva, supermodel and IWC Brand Ambassador Gisele Bündchen visited IWC Schaffhausen at its booth. Upon her arrival, she was greeted by Chris Grainger-Herr, CEO of IWC Schaffhausen, and Franziska Gsell, CMO of IWC Schaffhausen.

This year at Watches and Wonders, IWC launches its new Portugieser collection. With the introduction of new design codes and complications, IWC once again showcases its expertise in fine watchmaking.

During her visit, Gisele, who will be part of the Portugieser campaign, toured the booth which this year is designed with the theme of “A Tribute to Eternity”. Reminiscent of the endless cycle of day and night, the booth showcases the new colours, Silver Moon, Horizon Blue, Dune and Obsidian. Each of which is uniquely reminiscent of the journey from dusk till dawn.

“It is a pleasure to be here with IWC at Watches and Wonders and see the beautiful new Portugieser collection,” states Gisele. Commenting on what “A Tribute to Eternity” means to her, she continued “Time is a special gift and using it wisely impacts what we leave behind for future generations. I chose to use my time to focus on my family, love, learning, health, and friendships.”

“We are delighted to have our beloved brand ambassador, Gisele, here to support us with the unveiling of this significant collection. As one of the world’s most acclaimed fashion models, Gisele’s involvement not only highlights the style and statement of these fine timepieces but also perfectly encapsulates the essence of our new colours and campaign. Her ability to blend elegance with a strong sense of purpose aligns seamlessly with the spirit of IWC Schaffhausen”, added Franziska Gsell, CMO of IWC Schaffhausen.

On the special occasion, Gisele wore the new Portugieser Chronograph (ref. IW371626) in Horizon Blue. The blue dial is intricately crafted and finished with 15 transparent layers, giving it a captivating visual depth. It is fitted with a gradient light blue calfstrap from Santoni and powered by the IWC-manufactured 69355 calibre. Horizon Blue draws its inspiration from the serene yet vibrant blue hues of the early afternoon sky. When paired with the white-gold case, it gives the watch an underlying sense of lightness. This combination of colour and material gives the watch an elegant and refined look, making it a perfect choice for everyday use. Gisele explained what particularly draws her to the Horizon blue colour, “One thing that is important to me about selecting a watch is that it matches my personal style and is versatile. The Horizon Blue sparks a sense of the peace and calm when I wear it. As we all are busy with work and families, we need to remember time is precious and we must take a moment for ourselves.”

In 2022, IWC welcomed the Brazilian supermodel and philanthropist Gisele as a brand ambassador. The relationship was formed in recognition of the remarkable synergy of shared values and ambitions between the two. Throughout her career, she has become one of the most successful and recognisable supermodels in the world. Not only because she has been photographed by some of the most legendary photographers and walked the runways of the biggest 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 honoured 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

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