
IWC SCHAFFHAUSEN OPENS BOUTIQUE IN TOP LOCATION IN GENEVA

Schaffhausen, 6 July 2017 – IWC Schaffhausen is moving its Geneva boutique to a new location in the Rue du Rhône. Watch enthusiasts in Geneva and international visitors to the city on the Rhône will now be able to discover the Swiss luxury watch manufacturer's six watch families in a luxury setting covering 100 square metres in a prime location. To celebrate the opening of this new boutique, IWC is launching a limited-edition Portugieser Chronograph Rattrapante model that will only be available in the Geneva boutique.

Geneva is famous throughout the world as the home of a number of international organizations and conferences. Switzerland's second-largest city is also the historic centre of the country's watch industry. "I am delighted that we have found a new home for our timepieces with this boutique in a prime high-visibility location, a home that truly reflects the status of the IWC brand and the importance of the city of Geneva," says Linus Fuchs, IWC Managing Director Switzerland.

The new IWC boutique is located on the ground floor of the Globus building at 48 Rue du Rhône. It has an attractive layout with sales and lounge areas on different levels. The interior features the typically elegant IWC design, with soft beige tones, dark wood accents, glass and natural stone, and, with 100 square metres of space, offers enough room for an in-house watchmaker, who will be on hand to assist customers with any technical matters.

To mark the occasion of the opening, IWC is launching a special-edition timepiece that is limited to 50 watches. The **Portugieser Chronograph Rattrapante Edition "Boutique Genève"** (Ref. IW371221) takes up the tradition established by the first Portugieser Chronograph Rattrapante, introduced by IWC in 1995. The double chronograph features a split-seconds hand that allows two separate times to be recorded simultaneously. This model features

a stainless-steel case and striking feuille hands and appliquéd Arabic numerals that are both rose-gold-plated. A telemeter scale is printed on the flange at the edge of the black dial, while a tachymeter scale is printed on the inner ring. The watch is powered by the hand-wound 76240-calibre movement with a 44-hour power reserve. The words "Cé qu'è lainô", the title of Geneva's anthem from after the year 1602, are engraved on the back of the watch. This model is fitted with a brown alligator leather strap with a folding clasp and is now available exclusively at the new IWC Boutique Geneva.

IWC SCHAFFHAUSEN

With a clear focus on technology and development, the Swiss watch manufacturer IWC Schaffhausen has been producing timepieces of lasting value since 1868. The company has gained an international reputation based on a passion for innovative solutions and technical ingenuity. One of the world's leading brands in the luxury watch segment, IWC crafts masterpieces of haute horlogerie at their finest, combining supreme precision with exclusive design. As an ecologically and socially responsible company, IWC is committed to sustainable production, supports institutions around the globe in their work with children and young people, and maintains partnerships with organizations dedicated to environmental protection.

FURTHER INFORMATION

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PORTUGIESEER CHRONOGRAPH RATTRAPANTE EDITION “BOUTIQUE GENÈVE”

REF. IW371221

FEATURES

Mechanical chronograph movement – Stopwatch function with minutes and seconds – Small hacking seconds – Split-seconds hand for intermediate timing – Limited to 50 watches

MOVEMENT

Calibre	76240
Frequency	28,800 A/h 4 Hz
Jewels	31
Power reserve	44 h
Winding	Hand-wound

WATCH

Materials	Stainless-steel case, black dial, brown alligator leather strap, stainless-steel folding clasp
Glass	Sapphire, convex, antireflective coating on both sides
Water-resistant	3 bar
Diameter	40.9 mm
Height	12.3 mm