
IWC SCHAFFHAUSEN LAUNCHES A LIMITED-EDITION PORTUGIESEER WATCH IN CHINA

Shanghai, 20 February 2017 – IWC Schaffhausen is launching a limited-edition Portugieser model to celebrate the first anniversary of its Nanjing West Road Flagship Boutique in Shanghai. The Portugieser Perpetual Calendar Special Edition “Boutique Shanghai” is limited to 250 pieces and features a perpetual calendar which displays the day, date, month, moon phase and year until 2499 with virtually no corrections from outside.

One year ago, IWC Schaffhausen opened its Nanjing West Road Flagship Boutique in Shanghai. It is located in a historical building in the heart of the city’s most popular shopping street. With a retail space of 150 square metres, this boutique combines an art deco style with traditional Chinese design elements. “In order to celebrate the first anniversary of this extraordinary boutique, we are launching a Portugieser watch special edition. At the same time, we would like to thank Chinese watch lovers for their loyalty and support of our brand,” explains Mr Dennis Lee, Managing Director of IWC China.

The **Portugieser Perpetual Calendar Special Edition “Boutique Shanghai”** (Ref. IW503307) is limited to 250 pieces and will initially be available exclusively in IWC boutiques throughout China and later worldwide. The elegant watch with a diameter of 44.2 mm features a stainless-steel case, a silver-plated dial and gold-plated hands as well as appliquéd Arabic numerals. It is powered by the IWC-manufactured 52610 calibre. The Pellaton automatic winding system builds up a 7-day power reserve when fully wound. Its rotor is made of 18-carat red gold and features a special engraving of “Shanghai” in Chinese. The watch is held on the wrist by a brown alligator leather strap from Santoni. The perpetual calendar takes into account the different length of the months and even the leap years. This iconic mechanism was developed by IWC’s former

head watchmaker Kurt Klaus in the 1980s. To this day, it is considered one of the master strokes of Haute Horlogerie achieved by IWC Schaffhausen.

The retail price of this timepiece is RMB 199,500.

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 climate and environmental protection.

FURTHER INFORMATION

IWC Schaffhausen
Clemens von Walzel
Department Manager Public Relations
Tel. +41 (0)79 173 27 58
E-mail clemens.vonwalzel@iwc.com
Internet <http://press.iwc.com/>

IWC China
Edith Liu 刘默
Senior PR & Communications Manager
Tel. +86 (0)21 8015 05 50
E-mail edith.liu@iwc.com

INTERNET AND SOCIAL MEDIA

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