
IWC SCHAFFHAUSEN OPENS POP-UP STORE AT AMSTERDAM AIRPORT SCHIPHOL

Amsterdam, March 2018 – IWC Schaffhausen opens a pop-up store at Amsterdam Airport Schiphol. It is the first pop-up store in the world with a fully dedicated concept celebrating the brand's 150th anniversary. Travelers passing through Europe's third-busiest airport can now discover an exclusive selection of timepieces from IWC's six iconic watch families: Portugieser, Pilot's Watches, Portofino, Aquatimer, Ingenieur, and Da Vinci.

In 1868, the American watchmaker Florentine Ariosto Jones traveled to Schaffhausen, Switzerland, and founded the International Watch Company. His aim was to combine modern American manufacturing methods with skilled Swiss craftsmanship to create the best pocket watches of his time. "Our pop-up store at Amsterdam Airport Schiphol is dedicated to the inspirational story of our founder, whose entrepreneurial spirit and tireless quest for engineering excellence have shaped IWC. It lets visitors travel back in time to the early days of our company and experience some of our most iconic timepieces in an open and welcoming atmosphere," says Edwin de Vries, Brand Manager for IWC Schaffhausen Benelux & Scandinavia.

The IWC pop-up store is located in the non-Schengen part of Amsterdam Airport Schiphol in Lounge 2. Across a total surface area of 139 square meters and spread over two floors, it features a library, a lounge area, and a bar where visitors can enjoy a refreshing drink, upon invitation. The pop-up store is operated in cooperation with Gassan, official IWC retail partner in the Netherlands.

TIMEPIECES FROM IWC'S SIX ICONIC PRODUCT FAMILIES

Visitors of the pop-up store at Amsterdam Airport Schiphol can discover an exclusive selection from IWC's six product

families: the iconic Pilot's Watches, which bring the dream of flying to the wrist; the timelessly elegant Portugieser, which stands for sophistication and Haute Horlogerie; the refined and elegant Portofino, which epitomizes the laid-back Italian lifestyle; the functional and sporty Aquatimer diver's watches, which are reliable companions for adventures underwater and on land; the sporty and elegant Ingenieur, which draws inspiration from classic car races and vintage automobiles; or the beautiful Da Vinci, which combines the inventive spirit of IWC's engineers with an extraordinary aesthetic.

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.

GASSAN

Gassan Diamonds, part of the Gassan Group, is a traditional family-owned business located in an old steam diamond factory in the historic center of Amsterdam. The company is engaged in diamond grinding, wholesale and retail of loose and set diamonds, gold jewelry, and watches. Gassan Diamonds takes a progressive position in the diamond world, partly by introducing a new proprietary cut, the Gassan 121. In 1967, Gassan Schiphol started the first diamond counter at Schiphol Airport. Nowadays, Gassan Schiphol has 15 selling locations at airside and one at landside, making it one of the largest concessionaires of the Schiphol Group.

DOWNLOADS

Images of the IWC pop-up store at Amsterdam Airport Schiphol are available for download at press.iwc.com

FURTHER INFORMATION

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