

IWC  
SCHAFFHAUSEN

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“Life is uncharted territory.  
It reveals its story one  
moment at a time.”

– Leo F. Buscaglia

# IWC FLAGSHIP BOUTIQUE THE WORLDS OF IWC SCHAFFHAUSEN



# FROM SCHAFFHAUSEN TO HONG KONG



The contrast could not be more striking: on the one hand, we have the small Swiss city of Schaffhausen, with its picturesque lanes and historic town centre; on the other, the frenetic hustle-and-bustle of cosmopolitan Hong Kong with its spectacular skyline. But despite their differences, the two cities have at least one point in common in the exclusive timepieces manufactured by IWC Schaffhausen. The traditional Swiss watchmaking company already has three boutiques in Hong Kong, acting as ambassadors for its hometown's watchmaking expertise. Now, IWC has crowned these exclusive retail locations with a superlative in the form of its first Flagship Boutique in Hong Kong.

IWC Schaffhausen has been designing and producing precision watches that combine complex functionality with outstanding user-friendliness since 1868. With its passion for innovative solutions and sophisticated technology, IWC appeals to watch enthusiasts who expect slightly more from a watch than the exact time. Widely known as "The Engineers of Fine Watchmaking", IWC has created many watchmaking icons that have retained their magical attraction to this day. Deeply rooted in more than 140 years of history, IWC's product families have been inspired by the legend of universal genius Leonardo da Vinci, by the early days of seafaring and aviation, by the fascination of diving, and by the irresistible pull of adventurous expeditions. At the unique Flagship Boutique in Hong Kong, the very different worlds of IWC provide a unique backdrop to the various watch families, reflecting the Schaffhausen-based company's engineering excellence and innovative achievements.

Watch enthusiasts who expect precision, sophisticated technology and timeless design are invited to discover the Haute Horlogerie of IWC in these unique surroundings. To find out more about the philosophy borne out by the timepieces from Schaffhausen, take this opportunity to plunge into the magical worlds of the individual product families. A very warm welcome to the IWC Flagship Boutique in Hong Kong.





*The world's first IWC Flagship Boutique in Hong Kong adds an exciting new dimension to the brand experience for clients of the Swiss watch manufacturer. Designed to give lovers of the company's timepieces a unique insight into the world of IWC Schaffhausen, the newly opened Flagship Boutique not only displays an extensive selection of watches but is also unique in featuring the new "IWC Collection". The items and accessories in this select range are produced in extremely small quantities and available exclusively through the Flagship Boutique in Hong Kong. They will enable visitors to feel and experience the spirit of IWC Schaffhausen for themselves. The new Flagship Boutique is an inspirational voyage of discovery into the fascinating and multifaceted worlds of IWC. With the sole exception of Schaffhausen, where the company was founded and is still headquartered to this day, no other location offers such a revealing insight into the IWC brand and its values.*

Every watch from the Swiss manufacturer IWC Schaffhausen has a history of its own, a unique biography that starts in the record books kept in Schaffhausen and continues on the wrist of its owner. Now, this rich narrative tradition takes on another dimension: 1881 Heritage, Hong Kong's luxurious new shopping mall at the former Marine Police Headquarters in Kowloon, is home to the new IWC Flagship Boutique. The first of its kind in the world, it is not only a retail location for the company's much-coveted timepieces but also an expression of its core values, innovation and engineering excellence. "Our Flagship Boutique in Hong Kong is the jewel in the crown of 25 IWC boutiques around the world that bring the company's spirit and philosophy to life. We are proud of this milestone in our history and look forward to welcoming customers to this wonderful venue," says Georges Kern, CEO of IWC Schaffhausen.

## IWC FLAGSHIP BOUTIQUE

## THE WORLDS OF IWC

The Flagship Boutique presents the company's watch families – the Portuguese, Da Vinci, Aquatimer, Ingenieur and Pilot's watches – in emotive settings that reflect their individual character. The newly developed "IWC Collection" – on display for the first time in the new Flagship Boutique – has strong links with the various product lines and is made up of innovative, handpicked items and accessories as exclusive and outstanding as the watches themselves. It will enable customers to learn more about IWC and the fascinating stories attached to the brand and each of its product families.

Before entering into the various worlds of the IWC watch families, visitors are greeted by the neoclassical façade of the former Crown Colony's Marine Police Headquarters. They then step into the foyer with its distinctive IWC design, where some of IWC's outstanding complications are on show. The new Flagship Boutique radiates the atmosphere of an exclusive club. Displayed in two fabulously appointed themed wings extending to over 200 square metres, the watches are complemented by items in the "IWC Collection" that are available exclusively at this location. The Classic Lifestyle Wing houses the traditional watch families, the Portuguese and the Da Vinci. At the opposite end of the store, the Sports Lifestyle Wing is home to timepieces designed for more rugged use – the Aquatimer, the Ingenieur and the Pilot's watches.







## PORTUGUESE

With its dark wood floor panels and custom-made, recessed glass display cabinets, the Portuguese watch section with its elegant Navigator's Lounge gives visitors the feeling of being aboard a luxury yacht. The sensation is enhanced by the exclusive "IWC Collection": for instance the Nautical Instruments, a selection of professional marine aids, or the Navigation Set, a collection of high-quality instruments that enables the user to navigate accurately using the traditional map method. Its customized case made of solid, top-quality wood with a sumptuous high-gloss finish, will attract admiring glances even between manoeuvres.



## DA VINCI

The interior of the Da Vinci section mirrors the inventiveness and aesthetic sophistication epitomized by these IWC watches and their proud history. The approach to design taken by Leonardo da Vinci, artist, Renaissance man and the figure after whom IWC's most innovative range of watches is named, is reflected in the choice furnishings and in the showcased works of art, bathed in warm light. Among the technically outstanding items in the "IWC Collection" is a watch winder designed specially for the Da Vinci family and produced in cooperation with Erwin Sattler, the world's leading manufacturer in this field. Fashioned from highest-quality wood, with finely crafted mechanics and integrated LED lighting, the "IWC Collection" watch winder represents the perfect complement to even the most complicated and sophisticated timepieces from IWC Schaffhausen.



## AQUATIMER

The fascinating world of diving has lost none of its allure to this day. The centrepiece of the Aquatimer underwater world is the intriguing story of the Galapagos Islands. The theme of conquering the depths is also reflected in the interior: a perfect symbiosis of powerful athleticism, functional reliability and technically oriented design. The diving equipment that has been specially developed for the "IWC Collection", such as a diving kit from Cressi Sub with ultra-light fins and diving mask in the colours of the Aquatimer Automatic 2000, is not only perfect for IWC enthusiasts who dive for fun but also suitable for use by professional divers.





## INGENIEUR

The world of the Ingenieur, fitted with smoky grey mirrors and dark chrome, is characterized by a love of adventure coupled with a passion for nature. The Plastiki expedition undertaken by adventurer and environmentalist David de Rothschild and his organization, Adventure Ecology, is the focal point of this domain. The collaboration between IWC and de Rothschild underlines the company's claim to sustainability. One of the showpieces of the "IWC Collection" is a high-tech road bike, made of carbon fibre and weighing in at under six kilograms – currently the lightest road bike available that is also suitable for everyday use. An engraving of the owner's name on the bars guarantees the uniqueness of this technically outstanding piece of sporting equipment.



## PILOT'S WATCHES

The dream of flight starts in the Aviator's Lounge in the Pilot's watch area. Visitors will be transported back in time to the pioneering age of aviation by the atmosphere of an officer's mess from the early 20th century. The combination of technical ingenuity, innovative materials and master craftsmanship creates a unique aesthetic. With the "IWC Collection" Flight Simulator, installed in an adjacent room, visitors to the boutique can get a realistic impression of the excitement of flying. Equipped with an extra-large screen and surround-sound, the fully manoeuvrable simulator guarantees maximum thrills in a mock-up of a Spitfire cockpit handcrafted to IWC specifications. Visitors who wish to go a step further and complement their IWC Spitfire Chronograph with the perfect accessory can purchase a radio-controlled Spitfire. The aircraft, which is handmade in Switzerland and faithfully modelled on the original, can reach flight speeds of up to 120 kilometres per hour.