



**IWC SCHAFFHAUSEN LAUNCHES
A NEW VIRTUAL BOUTIQUE
EXPERIENCE IN THE MIDDLE EAST**



For high-resolution images, please use the link below:

<https://www.dropbox.com/sh/9koi9s9vnyq175r/AACs4yFWPrksN3SG4b5yKTxga?dl=0>

To visit the IWC Schaffhausen Virtual Boutique, please use the link below:

<https://watches.iwc.com/ME-VirtualBoutique>

2 September 2020 – Swiss luxury watch manufacturer IWC Schaffhausen is proud to announce the launch of a new virtual boutique, offering an improved customer experience with cutting-edge technology that reflects the next generation of this continuously evolving brand.

In line with IWC Schaffhausen's commitment to elevate its global customer experience, the brand is now marking the next step in retail innovation with the unveiling of its virtual boutique. Customers in the Middle East can now discover the world of IWC and its exemplary timepieces in a virtual environment inspired by the design of the exquisite IWC boutique at The Galleria Al Maryah Island shopping centre.

Easily accessible from a mobile phone, laptop or desktop computer, the virtual boutique offers shoppers in the Middle East a seamless online experience that feels just as real as paying a visit to the boutique in person. The landing page takes visitors to the elegant façade of the IWC boutique at The Galleria Al Maryah Island, complete with personalized touches and bright finishes set in contrast to dark wood accents, a reflection of the rich history and pioneering craftsmanship of IWC Schaffhausen.

Upon entering the virtual boutique, visitors can explore panoramic displays that celebrate the IWC collection and discover the watch manufacturer's numerous

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successful partnerships through storytelling, an element that is at the very core of the brand. Shoppers can also explore IWC's six iconic watch families, Portugieser, Pilot's Watches, Portofino, Aquatimer, Ingenieur and Da Vinci, with technical specifications and pricing details available for each selected timepiece.

Thanks to 360-degree dynamic video technology, visitors can click on displays and compare products, read online catalogues and take a guided tour of the boutique. They can also connect with a customer advisor to make an in-store appointment to preview or buy a particular timepiece or book a service appointment.

"IWC is always looking to elevate the journey of discovery for its customers and we are very excited to be bringing a personalized online experience to our customers in the Middle East, especially at a time when the world is undergoing a digital revolution and virtual connections are of utmost importance. With the launch of our new virtual boutique, customers can expect a captivating, engaging and enjoyable online experience with IWC," said Mehdi Rajan, Regional Brand Director of IWC Schaffhausen for the Middle East, India and Africa.

In the future, the virtual boutique will be used as a platform to host virtual gatherings and events, unveil new collections and connect with new and existing IWC customers across the Middle East.

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About IWC SCHAFFHAUSEN

In 1868, US watchmaker and entrepreneur Florentine Ariosto Jones travelled from Boston to Switzerland and founded the International Watch Company in Schaffhausen. His visionary dream was to combine advanced US manufacturing methods with the craftsmanship of Swiss watchmakers to make the best pocket watches of his time. In doing so, he not only laid the foundation for IWC's unique engineering approach, but also established the centralized production of mechanical watches in Switzerland.

Over its 150-year history, IWC Schaffhausen has developed a reputation for creating 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 specializes in highly engineered technical watch cases manufactured from advanced materials such as titanium aluminide and Ceratanium®. Preferring the principle of "form follows function" over decoration, the Swiss watch manufacturer's timeless creations embody their owners' dreams and ambitions as they journey through life.

IWC sources materials responsibly and takes action to minimize its impact on the environment, creating intrinsically sustainable timepieces that are built to last for generations. The company prides itself on training its own future watchmakers and engineers and providing an excellent working environment for all employees. IWC also partners with organizations that work globally to support children and young people.



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