

IWC Schaffhausen announced the opening of a new boutique in Kyushu in October

Schaffhausen/Fukuoka, September 22, 2025: IWC Schaffhausen announced the opening of a new boutique in Fukuoka on October 4, 2025. The IWC Fukuoka boutique will offer an immersive space that combines Switzerland's proud tradition of haute horology with unparalleled artistry. Through exceptional engineering, innovative design, and a refined customer experience, we aim to deliver the excitement of connecting with the essence of time.

Kyushu's largest city, Fukuoka-Hakata, is Japan's gateway and a city vibrant with culture and exchange. Its rich history and modern cityscape continue to captivate visitors.

Close to Hakata Tenjin Station located the central of Hakata, the IWC Fukuoka boutique, opening on the vibrant Tenjin Nishi-dori, spans two floors and covers a total area of over 168 square meters. Entering the bright entrance on the first floor reveals a modern space. The new interior design features a contemporary style centered around black and white, accented with beige and a bluish-green, creating a sophisticated space where guests can appreciate IWC's aesthetics while enjoying a wide range of collections.

In the showcase, timepieces that symbolize the brand are lined up, and in the lounge and bar space furnished with comfortable sofas, the visitors can enjoy the world of IWC while engaging in conversation.

On the second floor, there is another lounge and a table space for workshops and events, which will be as a place to foster connections with customers.

The display features a wide range of timepieces, from beloved classics like the Ingenieur, Pilot's Watches, Portugieser, and Portofino that transcend time, to innovative latest models. Guests can enjoy the collection in a relaxed atmosphere.

In celebration of the grand opening of the IWC Fukuoka boutique, we will showcase special models until Saturday, October 18. Please take this opportunity to see the exceptional timepieces of Swiss luxury watch manufacturer that showcase IWC's outstanding craftsmanship, such as the impressive "Big Pilot's Watch Perpetual Calendar Top Gun 'Woodland' (Ref: IW503101)" with its dark green ceramic case, and the "Portugieser Eternal Calendar (Ref: IW505701)" equipped with a Double Moon™ phase that maintains mathematical precision for 45 million years.

Moreover, on Saturday, October 18, IWC will hold an opening event. We plan to welcome Ryota Igarashi, a former professional baseball player and Major League Baseball star, as a special guest for a talk show, among other events.

*The event is by invitation only.

IWC SCHAFFHAUSEN

IWC Schaffhausen is a leading Swiss luxury watch manufacturer based in Schaffhausen in the north-eastern part of Switzerland. With collections like the Portugieser and the Pilot's Watches, the brand covers the whole spectrum from elegant to sports watches. Founded in 1868 by the American watchmaker and engineer Florentine Ariosto Jones, IWC is known for its unique engineering approach to watchmaking, combining the best of human craftsmanship and creativity with cutting-edge technology and processes.

Over its more than 150-year history, IWC has earned a reputation for creating professional instrument watches and 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 specialises in highly engineered watch cases manufactured from advanced materials, such as coloured ceramics, Ceratanium®, and titanium aluminide.

A leader in sustainable luxury watchmaking, IWC sources materials responsibly and takes action to minimise its impact on the environment. Along the pillars of transparency, circularity, and responsibility, the brand crafts timepieces built to last for generations and continuously improves every element of how it manufactures, distributes, and services its products in the most responsible way. IWC also partners with organisations that work globally to support children and young people.

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Images of the boutique are currently being prepared. You can download product images from press.iwc.com

For inquiries, please contact PR

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