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## IWC SCHAFFHAUSEN OPENS ITS FIRST STANDALONE BOUTIQUE IN SCOTLAND

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Schaffhausen/Edinburgh, July 2025: IWC Schaffhausen has opened its first standalone boutique in Scotland, located at 99 Princes Street in Edinburgh. The space combines luxury watchmaking with art and innovation, featuring a textile installation by artist David Nott inspired by IWC's Ingenieur Automatic 42.

IWC Schaffhausen announces the opening of its first standalone boutique in Scotland. Located on a landmark corner site at 99 Princes Street in Edinburgh, the boutique marks a significant step in the Swiss luxury watchmaker's expansion across the United Kingdom. Designed as an immersive destination, the boutique brings the world of IWC to the Scottish capital through its hallmark blend of engineering excellence, design innovation and refined customer experience.

Developed in collaboration with long-standing retail partner Chisholm Hunter, the boutique spans a carefully curated space where craftsmanship and innovation come to life. At the heart of the space is the IWC Engineering Wall – a hallmark feature of the brand's boutiques – offering visitors insight into the intricate processes behind the creation of IWC-manufactured movements and pioneering case materials such as coloured ceramics and the IWC-developed Ceratanium®.

In addition, the boutique houses a comfortable lounge and a dedicated customisation studio. Clients are invited to explore IWC's most iconic collections – including the Pilot's Watches, Portugieser, Portofino, and Ingenieur – in a comfortable and relaxed setting designed to reflect the brand's modern yet timeless aesthetic.

In a striking tribute to IWC's fusion of technical precision and design artistry, internationally acclaimed Boston-based textile artist David Nott was commissioned to create a bespoke installation for the new boutique. Personally installed by the artist during his visit to Edinburgh, the sculptural work is inspired by the Ingenieur Automatic 42 in Black Ceramic, unveiled at Watches and Wonders 2025. The connection is especially fitting

given that IWC's founder, Florentine Ariosto Jones, also came from Boston – bridging past and present through a shared spirit of innovation. Through his unique interpretation of textile, Nott captures the bold contours and structural refinement of the timepiece in a powerful artistic statement.

To celebrate the opening, the boutique will also showcase boutique exclusive timepieces including the Ingenieur collection and the newly launched Pilot's Watch Chronograph 41 TOP GUN Miramar. The chronograph, revealed on 21 July, features a ceramic case in a vibrant light blue developed in collaboration with Pantone® and is paired with a matching dial and rubber strap. With only 1,000 pieces available globally, its presence in Edinburgh makes the boutique a must-visit destination for collectors.

"Edinburgh's cosmopolitan spirit and cultural richness make it a perfect home for IWC in Scotland," says Grant Wilson, Brand Director of IWC UK. "We are thrilled to open our doors here and offer a space where clients can engage with our heritage, technology and creativity in a uniquely personal way."

Max Brown, Retail Director at Chisholm Hunter, adds: "We are incredibly proud to welcome Scotland's first IWC boutique to the iconic Princes Street. The space reflects our shared commitment to exceptional service and craftsmanship. A heartfelt thanks goes to both the IWC and Chisholm Hunter teams who brought this project to life."

The new IWC Schaffhausen boutique is located at 99 Princes Street, Edinburgh EH2 2ER.

## 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.

## FURTHER INFORMATION

IWC Schaffhausen

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