

JEWELRY

IWC caters to affluent vacationers with St. Moritz opening

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Inside IWC's St. Moritz boutique

By STAFF REPORTS

Swiss watchmaker IWC Schaffhausen is catering to the jet-setting crowd with a new boutique in St. Moritz.

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The Richemont-owned brand chose the Alpine village and popular winter destination for the affluent as the location for its seventh store in Switzerland. While luxury brands look to establish a retail presence where their clientele lives, having outposts where they vacation provides a way to connect with them when they are at their most leisurely.

Ski shop

St. Moritz holds many high-end boutiques, such as Chanel, Gucci, Louis Vuitton, Cartier, Bulgari and Jimmy Choo.

IWC is now joining their ranks with its store at Via Maistra 17.

The 430-square-foot retail space features warm elements such as an open fire and dark wood. Natural stone and glass add to the dcor, while a ceiling fresco by Luca Pancrazzi becomes a main focal point.

Within the boutique managed by longtime IWC retail partner Bucherer, consumers can peruse the watchmaker's entire line, including some limited-edition pieces that can only be found at IWC stores.



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"St. Moritz has a name and cachet that go well beyond the country's borders and is one of the world's top destinations," said This constellation gives us a unique opportunity to present our products to a dynamic target group

from all over the world with an active interest in sport", explains Linus Fuchs, IWC Managing Director Switzerland. Last year, Swiss watchmaker Hublot reached new heights with a boutique at the base camp Zermatt located at the foot of the Matterhorn.

The store, which sits at an altitude of 5,276 feet, features decor emblematic of a ski chalet, including vintage wooden accents and a facade designed to be a modernization of traditional lodge architecture. For this 80th store opening, Hublot honored the mountain's history by incorporating local culture into its own branded outlet ([see story](#)).

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