

JEWELRY

## IWC flaunts first female designs in Harrods exhibit

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*IWC Da Vinci timepiece*

By STAFF REPORTS

Swiss watchmaker IWC Schaffhausen is popping up at Harrods to showcase its newly dual gender approach to timepiece design.

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Up through the month of May, the brand's display fetes the launch of its Da Vinci collection, the first to include pieces developed specifically for women in the house's history. While many women have no qualms wearing watches that were not specifically designed for them, creating watches that cater to female consumers may help IWC reach more of that audience.

Ladies first

IWC's Da Vinci collection plays off its archives in a modern way, with mechanical innovations as well as the brand's first female-centric designs. The original Da Vinci pieces were unveiled in 1969 at a Basel watch fair.

Included are a Da Vinci Automatic in red gold with 54 diamonds and Da Vinci Automatic 36 and Da Vinci automatic Moon Phase 36. Taking inspiration from their namesake, inventor Leonardo Da Vinci, the 36 models feature a "Flower of Life" design engraved on their case backs.

The 19 linked circles that make up the design were an inspiration to Mr. Da Vinci, and they became a source of mathematical study for the artist.



## *IWC's Da Vinci collection*

In the pop-up, the Flower of Life design also makes an appearance in a photo booth. Consumers can snap a photo of themselves with the design in the frame.

Outside of its Da Vinci collection, IWC will be showcasing timepieces from its Portofino and Pilot lines.

Horology has long been dominated by masculine designs and demand, but, increasingly, female consumers have expressed a desire for the same level of variation and access.

According to [Euromonitor](#), while men's timepiece sales make up about two-thirds of the high-end watch industry, there is a big potential to grow via women's watches. With women's spending power growing, watchmakers are reaching out to these consumers with smaller cases and designs that appeal ([see story](#)).

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