

JEWELRY

## IWC makes Canadian debut in Toronto

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*IWC Schaffhausen's Toronto boutique is the brand's first in Canada. Image credit: IWC*

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By STAFF REPORTS

Swiss watchmaker IWC Schaffhausen is expanding its North American distribution with the opening of its first Canadian boutique.

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For its entry into Canada, IWC chose Toronto's Yorkdale shopping center, an upscale mall featuring brands such as Burberry, Gucci, Bulgari and other luxury labels. With this addition, IWC has expanded its network of stores in North America to seven.

### Growing presence

Along with Toronto, IWC has boutiques in New York, Las Vegas, Beverly Hills and Costa Mesa, CA, as well as two locations in Miami.

To showcase its timepieces, IWC's new retail concept features materials such as natural stone, dark wood and glass.

Within the boutique, visitors will be able to browse the brand's six collections. These include the Pilot's Watches, the brand's Aquatimer diving watches and its Portofino, inspired by the Italian area of the same name.



*IWC's Yorkdale store. Image credit: IWC*

"We want to make it easy and convenient for customers to research and purchase our products," said Edouard d'Arbaumont, IWC brand president North America, in a statement. "In line with our omnichannel distribution strategy, we are now adding another IWC boutique to our existing sales network in North America one of the most important watch markets in the world."

In addition to its new boutique, IWC also introduced ecommerce capabilities for the U.S., adding ways for interested buyers to explore and purchase from the brand.

Fellow Richemont-owned watchmaker Vacheron Constantin is also undergoing North American expansion. Earlier this summer, Vacheron also chose Yorkdale for its Canadian debut ([see story](#)).

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