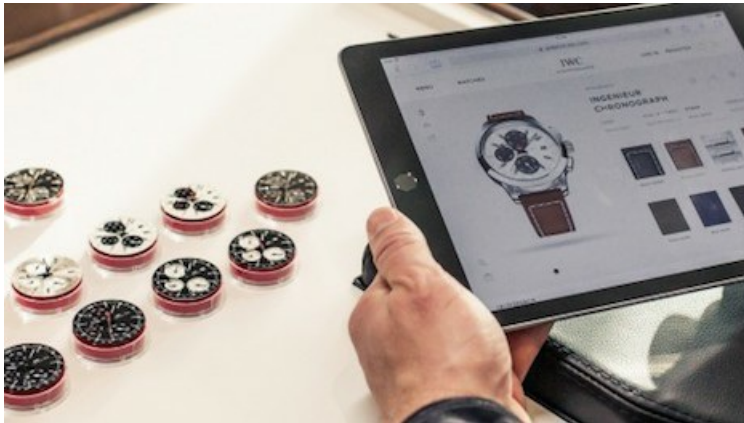


JEWELRY

IWC uses digital to heighten customization

April 26, 2018



IWC's personal watch builder. Image credit: IWC.

By BRIELLE JAEKEL

Contrasting the Swiss watch industry's traditional antipathy to digital experiences and ecommerce, Swiss watchmaker IWC Schaffhausen is giving customers more control through an online watch customizer.

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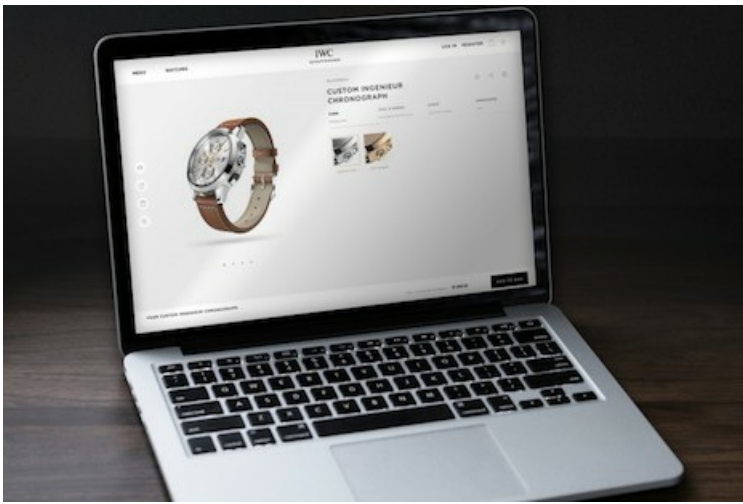
With the Swiss watch industry often exuding opulence with high-end customer service in stores via product personalization, IWC is bringing that experience online. Through a special online tool, users can now design their own personalized watch and purchase it digitally.

"Luxury products are not only beautiful and of outstanding quality and craftsmanship, they are also highly personal," said Christoph Grainger-Herr, CEO of IWC Schaffhausen.

Watch building

Direct-to-consumer ecommerce is becoming increasingly prevalent in the luxury watch industry, with 62 percent of watch brands supporting it.

Five luxury watch brands have launched DTC ecommerce in the past year alone, according to L2's Digital IQ Index: Watches & Jewelry 2018 report. The data shows that ecommerce is becoming a major element of luxury watch brands' strategies in the year ahead ([see more](#)).



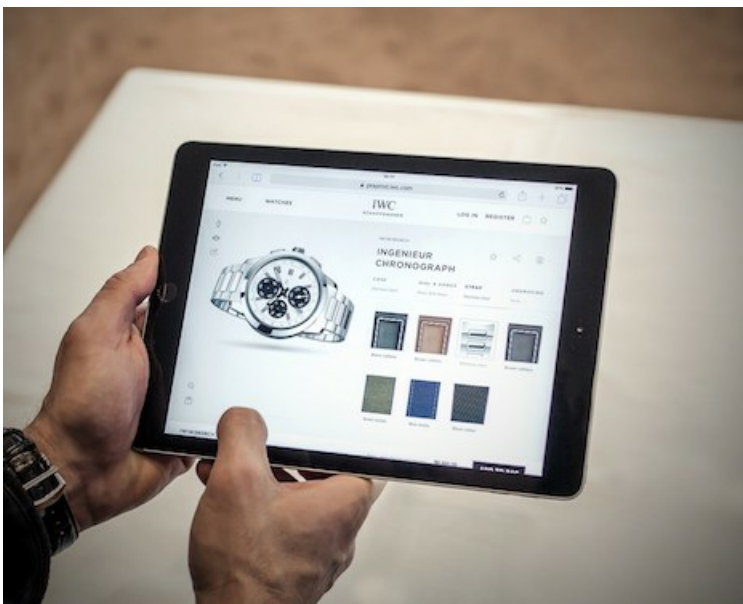
IWC's new watch designer. Image credit: IWC.

Reflective of this growing adoption of ecommerce, IWC is allowing customers to specially design their own Ingenieur Chronograph online.

The experience is beyond a simple product finder, as IWC's "Style Visualizer" allows users to design their own watch with options independent of the current collection.

A 46-hour power reserve will be equipped on every watch along with an efficient pawl winding system. Different dials and hands are available, as well as various case material and straps.

An engraving option is also available on the case back. As consumers select options, a visualizer allows them to see their creations through a 3D rendering.



IWC's new watch designer. Image credit: IWC.

Once complete, users can purchase their personalized watch, which will then be produced and tested for more than 500 hours in regards to IWC standards.

It will take a total of 12 weeks to assemble and test before the personalized watch is sent out to its owner.

Watching ecommerce growth

The Swiss watch industry has been slow to take on digital, but the sector is slowly changing.

IWC is not the only watch brand to develop innovative and unique digital concepts.

For instance, Swiss watchmaker Vacheron Constantin took a modern yet unrivaled approach to leverage its influence as a coveted brand with two new digital pushes.

Many luxury brands have yet to embrace the benefits that messaging forum platform Reddit can provide when catering to a highly loyal fan base. Vacheron Constantin recently looked to the social site to get closer to consumers,

and is also creating a chatbot for better digital customer service ([see more](#)).

"The new IWC configurator allows our clients to choose from a selection of materials, dials, hands and straps/bracelets to create a wide range of different styles and a uniquely personal watch perfectly finished with a personal engraving," Mr. Grainger-Herr said. "All this directly on iwc.com anytime and anywhere our clients choose."

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