

JEWELRY

IWC Schaffhausen continues growth in North America with new hire

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IWC Schaffhausen Pilot timepiece. Image credit: IWC

By STAFF REPORTS

Swiss watchmaker IWC Schaffhausen is focusing on growth in North America with a new brand president of the region.

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Coming from 21 years with footwear brand Nike, Darin Rabb will focus on new growth in North America, capitalizing on its American roots. While the brand was established in Switzerland with Swiss craftsmanship, its founder hailed from Boston, says IWC.

"North America is a strategic market for IWC and we have tremendous potential going forward," said Christoph Grainger-Herr, CEO of IWC Schaffhausen, in a statement. "With his comprehensive professional experience and intimate knowledge of the market, Darin Rabb is the right person to lead our future growth in the U.S. and Canada."

IWC in North America

Mr. Rabb has revealed that he will focus on IWC's product assortment, partnerships and brand history for the year ahead.

IWC founder Florentine Ariosto Jones came to Switzerland from Boston in 1868, hoping to combine American technology with Swiss craftsmanship when starting the brand. IWC hopes to harness this history in North America moving forward.

Most recently, Mr. Rabb acted as vice president of global retail brand marketing at Nike since 2015, after working in the same position for North America. He began his career completing various marketing roles at Nike starting in 1996.



Darin Rabb takes a new role at IWC. Image credit: IWC Schaffhausen

"I am excited to take on this new position at IWC Schaffhausen," Mr. Rabb said in a statement. "IWC has a strong product assortment, and beginning with our founder F.A. Jones, the American who founded the International Watch Company, we have a deep and rich story to tell.

"I am looking forward to helping the brand reach new heights in North America," he said.

IWC Schaffhausen recently expanded its North American distribution with the opening of its first Canadian boutique in 2017.

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 ([see story](#)).

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