

WATCHES AND JEWELRY

IWC soars to new heights with aviation collaboration

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IWC is celebrating the 10th anniversary of its first flagship boutique in Hong Kong. Image credit: IWC Schaffhausen

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Swiss watchmaker IWC Schaffhausen is celebrating aviation and brand milestones with a cohesive multichannel campaign.

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The brand's new film series follows the restoration of a Silver Spitfire plane, while a replica will be included in a special exhibition marketing the 10th anniversary of IWC's flagship boutique. Many luxury watchmakers, including IWC, have close relationships with the aviation industry.

Take-off

For the 10th anniversary of IWC's first flagship boutique, the brand is hosting a Spitfire exhibition in Hong Kong.

The exhibition includes a collection of classic timepieces on loan from the IWC Museum in Schaffhausen, Switzerland. A life-size aluminum replica of the Silver Spitfire, considered by aviation enthusiasts to be the "Everest of flying," is located in the Grand Piazza.

To further engage watch and aviation fans, IWC has released a mobile game in which players can navigate a Spitfire around obstacles. Players who win the game can redeem prizes at the Hong Kong boutique.

In Hong Kong, fans can also step inside the Spitfire replica and capture the moment in a photograph. The exhibit is open through July.

Starting this August, pilots Steve Boulton Brooks and Matt Jones plan to fly the restored Spitfire around the world. Mr. Brooks originally purchased the vintage aircraft nine years ago at an auction, and has been working on the restoration since.

IWC is sponsoring the pilots' journey, dubbed "The Longest Flight," which will cover 26 countries and nearly 27,000 miles.

The second episode of IWC's "The Aviation Series" on YouTube

"More than any other aircraft, the Spitfire symbolizes man's dream of flying," said Christoph Grainger-Herr, CEO of

IWC, in a statement. "We were instantly captivated by the ambitious idea of flying this aircraft around the world, and we are excited to be able to help this adventure along its way."

The two men also appear in "The Aviation Series" on IWC's YouTube channel. In the episodes, they discuss the historic significance of the Spitfire, which debuted in the 1930s.

Aviation connection

Recent IWC digital efforts feature aviation themes, though the Silver Spitfire initiative stands out for its multichannel offerings.

Last spring, IWC Schaffhausen promoted its Pilot watches through a digital campaign featuring brand ambassador Bradley Cooper.

The digital campaign consisted of a short film along with posts on the brand's social media pages, all involving the actor. The short film, called "Engineered for New Horizons," showcased the Pilot's legacy as a watch inspired by aviation and the brave men and women who fly planes ([see story](#)).

In a follow up, Mr. Cooper starred in a choose-your-own-adventure storyline that brought users into IWC's setting through virtual reality. From the point of view of a motorcycle driver, viewers could control their own narrative.

IWC stated that this was the first time Google Spotlight had taken on an interactive narrative ([see story](#)).