

WATCHES AND JEWELRY

IWC decamps to Italy to depict Portofino line's inspiration

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IWC's Portofino campaign. Image courtesy of IWC

By STAFF REPORTS

Swiss watchmaker IWC Schaffhausen is capturing the lifestyle of Portofino, Italy in a campaign featuring two new brand ambassadors.

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Danish model Josephine Skriver and Chinese actress Ning Chang star in the advertising effort, which finds the pair exploring the coastal village. While intended to evoke a sense of glamour, the campaign also aims to capture the timepieces' laid-back look through relatable scenes.

Portofino promotion

IWC has given the Portofino line a colorful update. Consumers can now customize their own watch with 13 different leather straps in a rainbow of hues.

Made by Santoni, the straps use a new system that makes them easier to change out.

The collection is launching now in China and Hong Kong at IWC boutiques and authorized dealers. In October, the collection will be rolling out worldwide.

To promote the new collection, IWC tapped two new faces. In the campaign, Ms. Skriver and Ms. Chang are seen dining alongside the water or indulging in gelato.

Other images find the duo behind the wheel of a vintage car.



IWC's Portofino campaign. Image courtesy of IWC Schaffhausen

“We wanted the new campaign to be light-hearted and fresh,” said Franziska Gsell, chief marketing officer of IWC Schaffhausen, in a statement. “The watches are elegant and modern as ever, and Josephine and Ning Chang are great representatives for this ethos.

“We are pleased to have them both on board as brand ambassadors,” she said. “Just like IWC, passion and creativity are present in everything they do, and the photo shoot really highlights their natural beauty and energy.”

In recent years, IWC has been making a push to market directly to women.

The brand previously boosted the visibility of a mysterious new campaign with the help of a bevy of influencers.

As part of the launch campaign for its new Da Vinci timepieces in 2017, the first marketed specifically for women, the brand created a fantastical film featuring a hooded woman discovering corners of a Florentine palazzo.

Ensuring this content reached the most eyes possible, the brand worked with almost 20 global personalities, casting the women in variations on the central effort ([see story](#)).

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