

WATCHES AND JEWELRY

IWC Schaffhausen launches mobile app with virtual try-ons

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IWC has developed new technology to engage with consumers digitally. Image credit: IWC Schaffhausen

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker IWC Schaffhausen has unveiled a new smartphone app that allows customers to try on its timepieces virtually.

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The mobile app represents a new channel by which consumers may engage with IWC digitally, with the main feature being a virtual watch try-on based on augmented reality (AR) technology. Customers can point the camera of their smartphone at their wrist where they will then be able to see a watch true to its actual size.

"For IWC, technology is never just an end in itself, but always a means to improve our customer's experience and offer tangible added value," said Dominic Weir, chief digital officer of IWC Schaffhausen, in a statement. "While this year's Watches and Wonders event was held virtually again, we wanted to make sure that our partners, clients and fans were able to see our novelties on their wrists."

Digitizing time

In addition to the virtual watch try-on, the app has other features and exclusive content related to the brand.



The IWC Schaffhausen app. Image credit: IWC Schaffhausen

Over the next few months, IWC will gradually and continuously extend the app with new features and content to enhance the customer experience.

To further its digital engagement, IWC will be relaunching its podcast format with 7-time F1 world champion and IWC brand ambassador Lewis Hamilton.

IWC launched several new digital products and experiences in 2020, including the Cyberloupe, a digitally enhanced watchmaker's magnifying glass that enables watch lovers to peek over a watchmaker's shoulder from anywhere in the world ([see story](#)).

Recently, IWC began offering customized guided virtual tours of its manufacturing center in Schaffhausen.

Additionally, styled as the home of IWC's classic racing team, the refurbished flagship boutique in Zurich combines a physical shopping experience with innovative and new digital tools.

The new IWC app is available in English and Chinese and exclusively for iOS devices. The brand plans to offer more languages and an Android version in the future.

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