

WATCHES AND JEWELRY

IWC, Boom Supersonic partner in pursuit of innovation, sustainability

November 9, 2021



IWC is looking to further innovations in the watchmaking industry. Image courtesy of IWC Schaffhausen

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker IWC Schaffhausen has announced a new relationship with supersonic aircraft maker Boom Supersonic, in an effort toward incorporating sustainability across the supply chain.

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The collaboration between the two companies is founded on three shared pillars: relationship with time, commitment to engineering and a dedication to sustainable practices. With the partnership, the brands plan to share insights on how to advance sustainable practices in their respective industries.

"Since engineering our first pilot's watch in the 1930s, a passion for aviation has run like a common thread through the history of our brand," said Franziska Gsell, chief marketing officer of [IWC Schaffhausen](#), in a statement.

"We have always worked with pioneers and supported them on their mission to conquer the skies," she said. "Driven by our shared commitment to engineering excellence and sustainability, we are proud to be joining forces with Boom Supersonic."

Pillars of innovation

For more than 150 years, IWC has been manufacturing precision instruments for measuring time, and Boom Supersonics' mission is to make the world dramatically more accessible by ushering in a new age of supersonic air travel.

Under the pillar of measuring time and altering its perception, Boom is looking to change people's perception of time and how fast it passes, and ultimately allowing people to experience more places and cultures.

In terms of engineering, whether it is about manufacturing faster, more sustainable airliners or a complex movement of a mechanical watch, both brands are looking to push the boundaries.



Boom Supersonic hopes to become a leader in the sustainable high-speed air travel industry. Image courtesy of IWC Schaffhausen

Boom uses computer simulations and wind-tunnel testing to ensure the design of its Boom Overture airliner is maximized for performance and fuel efficiency.

IWC pioneered the use of titanium and ceramic in the watch industry more than 30 years ago. Now, the company's new engineering division, IWC Experimental, plays a crucial role in driving innovations in areas like g-force protection or the development of technical materials such as Ceratanium.

Joining forces in the pursuit of a more sustainable watch and air travel industry, both companies have made it a priority to integrate sustainability across the entire value chain.

Boom Supersonic is expected to be the first commercial aircraft manufacturer to be net-zero carbon. For example, Overture will have a fuel-efficient design and be capable of using 100% sustainable aviation fuels (SAF). Boom also wants to ensure Overture can be recycled at the end of its useful life.

As part of its sustainability strategy, IWC has committed to biennial reporting and defined measurable targets.

Similarly, in June, IWC Schaffhausen announced its partnership with Airspeeder, the first electric flying car racing series, in an exciting new effort. The two companies formed a new engineering and timekeeping partnership, drawing on their shared values of progress and sustainability ([see story](#)).

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