

WATCHES AND JEWELRY

IWC's sustainability report announces progress, MiraTex, iconic collaboration

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Ms. Bündchen, who is a model and environmentalist, is the watchmaker's first environmental and community projects adviser. Image credit: IWC Schaffhausen

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker IWC Schaffhausen is showcasing the fourth edition of its sustainability report with help from Brazilian model Gisele Bündchen.

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The expansive report chronicles the watchmaker's progress in meeting its 2022 sustainability targets while previewing its vision for the future along with its new governing principle, "Engineering beyond time." Further showcasing its commitment to preserving environmental resources, IWC Schaffhausen is also proudly introducing its MiraTex straps, a plant-based alternative to leather.

"We continue to move ahead in our sustainability journey, always questioning what more we can do in material innovation, energy use and societal impact to be even more sustainable," said Franziska Gsell, chief marketing officer and sustainability committee chair at [IWC Schaffhausen](#), in a statement.

"We keenly understand our responsibility to reduce our impact on the environment, to work towards a more equitable society and to show that luxury does not need to mean excess," she said. "Nor be excessive."

A sustainable future

IWC Schaffhausen has recorded great progress regarding its 2022 sustainability targets.

The watchmaker has achieved the Responsible Jewelry Council (RJC)'s Chain of Custody (CoC) certification with watch components a standard which certifies that the gold and platinum used in a supply chain are traceable and responsibly sourced; switched to purchasing 100 percent renewable energy globally; maintained a "Great Place to Work" certification; achieved Equal-Salary certification in Switzerland; and developed and piloted a blueprint for sustainable events.

More than 90 percent of the gold Richemont, IWC's owner, purchases is certified by the Responsible Jewelry Council (RJC) and comes from recycled origins.

IWC Schaffhausen became the first Swiss luxury watchmaker to achieve certification against the RJC's strict chain of

custody standard. Other houses within the group are currently working towards obtaining this certification ([see story](#)).

IWC is also on track to achieve several goals by the end of the year, including doubling its annual corporate volunteering hours compared to 2020.



The IWC Pilot's Watch Chronograph with a blue MiraTex strap. Image credit: IWC Schaffhausen

Within its reporting, IWC also announced the launch of its MiraTex straps, which are made with Mirum, a biobased, plastic-free, circular material that meets IWC's standards of durability and beauty.

With its new purpose, "Engineering beyond time," the watchmaker has also announced it will be releasing its sustainability report annually as opposed to biannually.

Ms. Bndchen, an iconic model who is also an environmentalist, is the watchmaker's first environmental and community projects adviser. She has served as a goodwill ambassador for the United Nations Environmental Program since 2009, supporting initiatives that advocate for biodiversity and wildlife.

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