

WATCHES AND JEWELRY

## IWC Schaffhausen releases new Portugieser pieces

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*The brand welcomes two new versions of a classic. Image courtesy of IWC Schaffhausen*

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker IWC Schaffhausen is adding two new versions of the brand's most popular models with the Portugieser collection: the automatic and the chronograph.

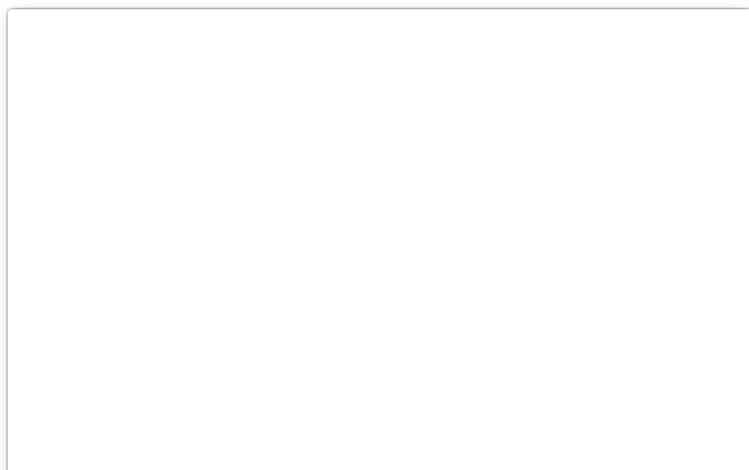
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Both watches feature stainless steel cases, blue and white dials with a railway-track style chapter ring and blue Arabic numerals. The new automatic version is powered by the IWC-manufactured 52010 caliber with a 7-day power reserve and an alligator leather strap, while the new chronograph features the IWC-manufactured 69355 caliber chronograph movement and a blue rubber strap.

New models of a classic

The new Portugieser automatic and Portugieser chronograph models are available now at IWC boutiques, authorized retail partners and online at [IWC.com](https://www.iwc.com).

Both models are eligible for registration under the My IWC care program, which includes a six-year extension to the standard two-year International Limited Warranty.



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A post shared by IWC Schaffhausen (@iwcwatches)

Last year, IWC Schaffhausen unveiled a new smartphone app that allows customers to try on its timepieces virtually. 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 using 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 ([see story](#)).

The Portugieser automatic features a stainless steel case with a diameter of 42.3 millimeters, a white and blue dial and blue hands. The balanced dial layout places the small seconds at nine o'clock and the power reserve display at three o'clock.

The Portugieser chronograph features a 41-millimeter case made of stainless steel, a white and blue dial and blue hands. The chronograph minutes counter is located at 12 o'clock and the small seconds at six o'clock.

The IWC-manufactured 69355 caliber with automatic winding and a power reserve of 46 hours lives inside the case. The chronograph movement in a classic column-wheel design is visible through the sapphire glass case back.

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