

JEWELRY

IWC Schaffhausen celebrates horology with Amsterdam concept

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The new site replaces a previous opening in Amsterdam. Image credit: IWC Schaffhausen

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker IWC Schaffhausen is introducing a new storefront to its portfolio of properties.

Situated in Amsterdam's city center is the horology label's fresh interior concept, taking the form of a flagship boutique. The new location focuses on the engineering behind the timepieces and expertise in the craft.

"Functional engineering and pure design are at the heart of IWC Schaffhausen," said Christian Knoop, chief design officer at [IWC Schaffhausen](#), in a statement.

"The Amsterdam boutique is among the first locations worldwide to feature our new interior design concept, creating a unique experience around the bold and distinctive spirit of the brand," Mr. Knoop said. "We invite customers to discover our collections hands-on and deep-dive into our unique engineering expertise in watch movements, complications and advanced materials."

Showcasing expertise

The opening marks the brand's fifth global flagship, coming after properties in Zurich, Dubai, Shanghai and Beverly Hills.

IWC Schaffhausen has taken up shop in Amsterdam before, but this new boutique replaces it with a larger space, and more in-store amenities and services. As it premieres a new interior concept, each aspect has been leveled up to be more hands-on for the consumer.



The Amsterdam store follows flagship openings across the globe. Image credit: IWC Schaffhausen

Every watch display features a touchscreen that provides a wealth of information on each timepiece model, from its construction process to its customization options. The storefront also features the “Engineering Wall,” which gives visitors a look at the maison’s heritage and craft.

Another new amenity, the “Strap Studio,” allows customers to create bespoke watch straps or pick from a selection of options made from various materials.

Alongside this, a permanent watchmaker has been assigned on the first floor who is responsible for repairs and cleanings.

To celebrate the launch, IWC Schaffhausen has debuted an interactive installation titled “The Origins of Time,” which takes consumers to a simulated version of the sea. The space showcases the maison’s connection to Amsterdam from its founding location in the Swiss town of Schaffhausen.



An on-site watchmaker handles repairing and cleaning customer’s pieces. Image credit: IWC Schaffhausen

Now open to the public, the boutique is available to visitors each day from 10 a.m. to 5:45 p.m.

IWC Schaffhausen’s opening follows a long line of retail reimaginings in luxury, Italian automaker Maserati being among the most recent participators in the trend ([see story](#)).

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