

JEWELRY

# IWC Schaffhausen dives deep with Aquaman-inspired timepieces

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Released on Dec. 19, the *Aquaman* and *The Lost Kingdom*-inspired watches are limited to 25 units each. Image credit: IWC Schaffhausen

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By ZACH JAMES

Swiss watchmaker IWC Schaffhausen is partnering with one of the biggest DC film properties to close the year.

In collaboration with Warner Bros. and its *Aquaman* and *The Lost Kingdom* cinematic release, the horology label is unveiling two limited-edition timepieces inspired by the movie. Available in red or blue, the heroic Aquatimer Perpetual Calendar Digital Date-Month watches look similar to the prop accessories supplied by IWC Schaffhausen during production.

"Aquatimer is one of our most technical collections regarding case, movement, and dial design," said Christian Knoop, chief design officer at IWC Schaffhausen, in a statement.

"So, to perfectly match the ultra-technical outfits and costumes of the villains in this film, we created an ultra-slick black look and stunning light designs for the dial, which resulted in a very powerful combination on the wrist," Mr. Knoop said. "As designers, we are very keen on exploring where we can take our watch collections in the future; we find inspiration in movies and other product categories.

"In that sense, our design team was super enthusiastic to infuse some of our conceptual work into the movie project."

## Deep blue sea

Released on Dec. 19, the *Aquaman* and *The Lost Kingdom*-inspired watches are limited to 25 units per variant.

Dropping close to the film's theatrical debut on Dec. 22, the watches feature an all-black design, including a ceratanium case, dial, watch face and rubber straps. Vibrant touches are added with the detailing and typeface, which come in red or blue.

*IWC Schaffhausen presents the behind-the-scenes story of the collaboration*

Represented in paint, as opposed to the colorful lights present in the film, the 49mm timepieces also include a digital date-month display alongside the analog watch face and caliber.

Worn by underwater villains in the movie, including the likes of Black Manta, Aquaman's arch-nemesis, the watch is fittingly able to go to great depths thanks to the maison's "SafeDive" system.

"One of the things that we wanted to do with the watch is to keep it aesthetically in the same world as my design for Black

Manta,” said James Wan, director of *Aquaman and The Lost Kingdom*, in a statement.

“They’re not just accessories, they actually perform a very important function,” Mr. Wan said. “I have a lot of admiration for all the skills and craftsmanship that go into building a really precise fine watch.”



*The watches are featured on posters for the film. Image credit: IWC Schaffhausen*

The limited-edition timepieces are available now in selected IWC Schaffhausen boutiques, each coming with the “My IWC Passport” digital watch certificate.

### **Box office boom**

It appears that superhero-affiliated luxury is gaining popularity.

The DC Comics-inspired watches come soon after a rival likewise activated with the prestige industry. Collaborating with French footwear and accessories label Christian Louboutin, Marvel recently unveiled a limited-edition collection inspired by iconic characters ([see story](#)).

Other entertainment giants are also getting involved in the market, with Hollywood partnerships peppered throughout 2023.

In July, international hotel, river cruise and rail company Orient Express announced it had lent a train to the crew of *Mission: Impossible - Dead Reckoning Part 1*. The locomotive featured prominently throughout the film’s final hour and served as a centerpiece to one of American actor Tom Cruise’s famously death-defying stunts for the action series of which he is the star ([see story](#)).



*The Swiss watchmaker is the latest maison to help out Hollywood productions released this year. Image credit: IWC Schaffhausen*

Later in the summer, LVMH-owned Cognac brand Hennessy enlisted Academy Award-winning director Damien Chazelle to helm the “Life is an Odyssey” campaign. The move brought Oscar pedigree to a series of spots creatively overseen by British director Ridley Scott and Danish filmmaker Nicolas Winding Refn ([see story](#)).

In October, The Walt Disney Company celebrated its centennial, marking the milestone with a slew of luxury-backed drops. Austrian crystal and jewelry designer Swarovski, French couture label Schiaparelli, Parisian fashion brand Margiela and British department store Selfridges were just a few of the participants ([see story](#)).

However, IWC Schaffhausen's partnership likely pre-dates the others.

*Aquaman and The Lost Kingdom* was originally slated for release in Dec. 2022. It was then pushed to March 2023, eventually seeing a final delay to Dec. 22, 2023.

Its work with DC now stands as the latest addition to a popular trend; one that it could have originally kicked off more than a year ago.

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