

MOBILE

IWC ups mobile savvy with Newsstand addition

April 4, 2012



By RACHEL LAMB

Swiss watchmaker IWC is upping its digital know-how by allowing readers a chance to subscribe to the latest installments of its digital magazine in Apple's Newsstand.



The IWC Watch International for iPad allows consumers to subscribe for free to the Watch International magazine. Features in the magazine include information on new products and editorial.

“Luxury brands have long relied on a lifestyle-driven marketing approach to paint a vision of not only their artistic innovation, but to create desire for inclusion in a lifestyle attainable by very few,” said Scott Forshay, mobile and emerging technologies strategist for Acquity Group, Austin, TX.

“This very much speaks to the desires of luxury consumers, a very definite sense of exclusivity that, by its very essence, is the underpinning of the luxury experience,” he said. “This bold strategy employed by IWC intends to distance the brand from others delving lightly into the tablet arena with executions lacking complexity and focused simply on showcasing product.”

Mr. Forshay is not affiliated with IWC, but agreed to comment as an industry expert.

IWC did not respond before press deadline.

Top ratings

IWC's magazine is updated four times per year ([see story](#)).

The brand releases a new version of the app with a new featured collection every quarter.

This update has features on the Volvo Ocean Race, the IWC Portuguese Yacht Club Chronograph and an interview with footwear designer Brunello Cucinelli.



Volvo Ocean Race feature

IWC is Volvo Ocean Race's official sponsor. The brand followed the teams during the nine-leg journey across the world on its [blog](#).

The watchmaker awarded a trophy at the end of each leg to the team recording the greatest distance over a 24-hour period.

The IWC Portuguese Yacht Club Chronograph is backed by the 89369-calibre movement with a flyback function and an additional flange with quarter-second calibration for recording short periods of time, per IWC.



Chronograph

The interview with footwear designer Mr. Cucinelli discusses cashmere, culture and experience.

IWC likely included this interview to relate to its audience's interests on subjects other than watches and the brand.



Interview with Mr. Cucinelli

“The designers have painstakingly designed an experience that takes full advantage of both the differentiated display and navigational capabilities of the iPad, creating an immersive journey through the IWC lifestyle in a manner befitting both the brand and, as importantly, the strengths of the medium itself,” Mr. Forshay said.

“The publication serves not only to inform and entertain, but to highlight the full capabilities of this emerging medium, which far exceed those possible in a traditional two-dimensional print publication,” he said.

Taking a stand

Luxury watchmakers tend to favor digital magazines, especially on the iPad.

For example, watchmaker Rolex is using mobile to flaunt new products with the introduction of its 2012 collection via an iPad catalog complete with videos, images and interactive components ([see story](#)).

In addition, French jeweler and watchmaker Cartier is leveraging the large canvas and creative possibilities offered by the iPad to showcase its watch collections and its passion for mechanics ([see story](#)).

However, IWC's publication is a little different by offering a Newsstand subscription.

First, it offers convenience. The subscription allows new issues to be downloaded instantly whenever they are published.

Secondly, this could take up less valuable real estate on consumers' iPads, which could build brand affinity, or at least make them more appreciative.

Mobile magazines are being read at an alarmingly quick rate, with the viewership at its youngest and most audience yet ([see story](#)).

This could be why digital magazines are so popular with content-oriented brands that wish to flaunt a lifestyle, not just products.

"The decision to include the publication in the iTunes Newsstand makes a definite statement about the intention of the publication, that this is not a branded application but it is very much intended to be a publication," Mr. Forshay said.

"IWC has ventured far beyond simply illustrating the artisanship and heritage of the brand to seduce its consumer audience, rather, it has firmly drawn a line in the sand and positioned itself as purveyor of luxury lifestyle, not simply a merchant of fine timepieces," he said.

Final Take

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