

RETAIL

# IWC Schaffhausen debuts first standalone Scotland store

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*The boutique features a bespoke sculptural commission from Boston-based textile artist David Nott. Image credit: IWC Schaffhausen*

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By AMIRAH KEATON FOR LUXURY DAILY NEWS SERVICE

Swiss watchmaker IWC Schaffhausen is touting its latest collections, along with a few in-store exclusives, in a key capital.

This month, the brand unveils its first standalone boutique in Scotland, located at 99 Princes Street in Edinburgh. The space, developed with retail partner Chisholm Hunter, showcases the maison's collections, offering clients access to customization options and an immersive look into IWC's horological innovations.

"Edinburgh's cosmopolitan spirit and cultural richness make it a perfect home for IWC in Scotland," said Grant Wilson, brand director of **IWC U.K.**, in a statement.

"We are thrilled to open our doors here and offer a space where clients can engage with our heritage, technology and creativity in a uniquely personal way."

## **Experiential design, exclusive offerings**

For the opening, IWC commissioned Boston-based textile artist David Nott, who created a sculptural work inspired by the Ingenieur Automatic 42 chronograph in Black Ceramic for the new retail location. The bespoke addition was installed on-site by the artist himself during a trip to Edinburgh.

Mr. Nott's hometown echoes IWC founder Florentine Ariosto Jones' own roots as a Bostonian, a background detail that bridges the house's past with its present efforts to expand internationally.



*IWC is now open in Edinburgh. Image credit: IWC Schaffhausen*

IWC's sales floor also features the brand's signature Engineering Wall, which places the inner workings of IWC-manufactured movements and complications on display. The store also calls attention to the luxury watchmaker's use of proprietary materials such as colored ceramics and Ceratanium, developed by the house.

A lounge and personalization studio allow customers to put personal spins on Pilot, Portugieser, Portofino and Ingenieur ([see story](#)) watches; the shop carries special-edition timepieces as well, as IWC looks to incentivize visits from collectors worldwide with the available-in-Edinburgh-only merchandise.



*A lounge and personalization studio allow customers to put their own spin on IWC watches. Image credit: IWC Schaffhausen*

Select Ingenieur models and the limited-run Pilot's Watch Chronograph 41 TOP GUN Miramar in Pantone-developed light blue ceramic, of which just 1,000 are entering circulation globally, are among the exclusives.

"We are incredibly proud to welcome Scotland's first IWC boutique to the iconic Princes Street," said Max Brown, retail director at Chisholm Hunter, in a statement.

"The space reflects our shared commitment to exceptional service and craftsmanship," Mr. Brown said. "A heartfelt thanks goes to both the IWC and Chisholm Hunter teams who brought this project to life."