

MR PORTER

IWC SCHAFFHAUSEN



EMBARGOED UNTIL 0800 BST 3 MAY 2021

MR PORTER CELEBRATES ITS 10th ANNIVERSARY AND LAUNCHES EXCLUSIVE LIMITED EDITION PILOT'S CHRONOGRAPH WITH IWC SCHAFFHAUSEN

(GLOBAL) 3 MAY 2021 – To mark MR PORTER's first decade as the leading, global destination for men's style, MR PORTER has partnered with IWC SCHAFFHAUSEN to launch the **"10 Years of MR PORTER" Limited Edition Pilot's Chronograph**. This special collaboration is the first time both brands have developed an exclusive timepiece together – the watch is limited to only 110 pieces and is available exclusively on MR PORTER from **Monday 3 May** in celebration of the 2021 anniversary year.

COLLABORATING FOR MR PORTER'S 10th ANNIVERSARY

The **"10 Years of MR PORTER" Limited Edition Pilot's Chronograph** is significant in that it highlights MR PORTER's milestone year as a men's style destination, alongside its development in becoming a defining retailer and destination for luxury watches and original watch editorial. This anniversary collector's item is the first of a wider exclusive multi-brand 10th Anniversary collection, that will debut on MR PORTER later this year.

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Sporting a totally unique colour scheme and pairing a bronze case with a black dial and soft Alcantara strap, the military-inspired features give a more casual and sartorial feel. The watch is engraved with “MR PORTER 10 Yrs Limited Edition” on the individually numbered titanium case-back.

- A subtle nod to MR PORTER’s 10th Anniversary is showcased by a ***Super-Luminova® painted “10” on the dial.*** The gold-tone Arabic numerals complement the warmth of the bronze case, with high-contrast white luminous inlay on the hands.
- Housed in a 41-millimetre case and powered by the IWC-manufactured ***69380 calibre chronograph movement.*** This robust, reliable and precise chronograph movement in classic column wheel design is one of the latest developments from IWC’s engineers. A bi-directional pawl winding system reliably builds up a power reserve of 46 hours.

“We are thrilled with our first collaboration with IWC SCHAFFHAUSEN, created to mark MR PORTER’s 10th Anniversary this year. The end goal was to create a functional and easy to wear timepiece, that can be a stylish addition to any outfit, which the teams have certainly achieved with this limited-edition Pilot’s watch.”

Ms Fiona Firth, Managing Director, MR PORTER

“As well as demonstrating their excellent taste with a carefully chosen wardrobe, discerning men punctuate their innate sense of style with a serious mechanical wristwatch. The partnership between MR PORTER and IWC SCHAFFHAUSEN is so successful because we can offer both in one place. Everyone at IWC extends our warmest congratulations to our partner on its 10th anniversary and are looking forward to our continued collaboration.”

Mr Chris Grainger-Herr, CEO, IWC SCHAFFHAUSEN

Readers will be able to enjoy a hands-on review on the watch featured within MR PORTER’s digital magazine *The Journal* on 3 May.

[CLICK TO VIEW “10 YEARS OF MR PORTER” LIMITED EDITION PILOT’S CHRONOGRAPH](#)

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MR PORTER's 10th anniversary year will be celebrated throughout 2021, and will feature additional milestone launches that reflect MR PORTER's role in defining and leading the best in menswear, style, editorial and service around the world.

FOR PRESS AND COMMENTARY ENQUIRIES, PLEASE CONTACT

Mark Blundell | mark.blundell@mrporter.com

Technical Specifications:

"10 Years of MR PORTER" Limited Edition Pilot's Chronograph

- Reference Number: IW387907
- Swiss-made calibre 69380 automatic chronograph movement with 46-hour power reserve
- 28,800 VPH

Price

£6,550 / \$7,100 / €7,850

Functions

- Hour, minute and second hands
- Day and date window
- Chronograph: small seconds, 30-minute and 12- hour sub-dials

Dial

- Black dial
- Gold-tone luminescent hands, gold-tone Arabic numerals and indices

Case

- Bronze case
- Titanium case-back
- Crown for chronograph, date and time adjustments and manual winding
- Sapphire glass crystal with anti-reflective coating on both sides
- Engraved case back
- Pin-buckle-black with Alcantara strap

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Specifications

- Case diameter: 41mm; case thickness: 15.3mm
- Water resistance: 6 bar
- Limited to 110 pieces

ABOUT MR PORTER

Since launching in February 2011, MR PORTER has established itself as the world's leading, award-winning online destination for men's style, with an unparalleled product offering from the best menswear and luxury brands, including categories that range from fine watches and lifestyle through to own labels *Mr P.* and Kingsman. MR PORTER produces unmatched digital and printed content across its shoppable online magazine, *The Journal*, and its bi-monthly newspaper, *The MR PORTER Post*.

In 2019, MR PORTER founded MR PORTER Health In Mind, a content and fundraising initiative in partnership with Movember, developed to raise awareness around men's mental and physical health. MR PORTER offers express worldwide shipping to more than 180 countries, including same-day delivery to New York, London and Milan, while providing a seamless shopping experience across mobile, tablet and desktop, with easy returns and multilingual customer care and personal-shopping teams who are available 24/7, 365 days a year. MR PORTER is part of YOOX NET-A-PORTER GROUP.

For more information about MR PORTER and YOOX NET-A-PORTER GROUP visit mrporter.com and ynap.com

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ABOUT IWC SCHAFFHAUSEN

In 1868, the American watchmaker and entrepreneur Mr Florentine Ariosto Jones travelled from Boston to Switzerland and founded the International Watch Company in Schaffhausen. His visionary dream was to combine advanced American manufacturing methods with the craftsmanship of Swiss watchmakers to make the best pocket watches of his time. In doing so, he not only laid the foundation for IWC's unique engineering approach but also established the centralised production of mechanical watches in Switzerland.

Over its 150-year history, IWC SCHAFFHAUSEN has developed a reputation for creating functional complications, especially chronographs and calendars, which are ingenious, robust, and easy for customers to use. A pioneer in the use of titanium and ceramics, IWC today specialises in highly engineered technical watch cases manufactured from advanced materials, such as titanium aluminide and Ceratanium®. Preferring the principle of "form follows function" over decoration, the Swiss watch manufacturer's timeless creations embody their owners' dreams and ambitions as they journey through life.

IWC sources materials responsibly and takes action to minimise its impact on the environment, creating intrinsically sustainable timepieces that are built to last for generations. The company prides itself in training its own future watchmakers and engineers, as well as

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offering an excellent working environment for all employees. IWC also partners with organisations that work globally to support children and young people.

FURTHER INFORMATION:

IWC SCHAFFHAUSEN Public Relations department

Email: press-iwc@iwc.com

Website: press.iwc.com

INTERNET AND SOCIAL MEDIA

Website: iwc.com

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