

WATCHES AND JEWELRY

IWC Schaffhausen celebrates star power, partnership in London

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Mr. Hamilton, a close friend of Team USA fencer Miles Chamley-Watson, is reportedly attending the Paris 2024 Olympic Games, which begin next week. Image credit: IWC Schaffhausen

By EMILY IRIS DEGN FOR LUXURY DAILY NEWS SERVICE

Swiss watchmaker IWC Schaffhausen is celebrating over a decade of collaboration with a racing star.

British Formula One driver Lewis Hamilton, a brand partner since 2013, joins the maison and British television presenter Roman Kemp in a filmed boat excursion on the Thames River in London. Highlighting some of the most recognizable sites in the city, the activation both centers a key luxury market and puts IWC Schaffhausen in ranks with others in the sector that are teaming up with athletes ahead of the Paris 2024 Olympic and Paralympic Games next week.

London locked in

Footage of the “Best of British” trip through London’s most famous waterway is live on the watchmaker’s digital channels.

Mr. Kemp asks Mr. Hamilton about some of his favorite memories from his 11 years of working with IWC Schaffhausen. He recalls moments such as his race against a fighter jet, competing in sports challenges in Miami and driving in Las Vegas as a thousand drones flew above him.

On the branded vessel, the British F1 pilot and the television personality head out from Butler’s Wharf Pier, passing major tourist spots such as Tower Bridge, the Shard skyscraper, Tate Modern Gallery, Big Ben and the London Eye.

IWC Schaffhausen celebrates 10 years of partnership with Lewis Hamilton

By putting the United Kingdom and its bucket list sites at the heart of the engagement, IWC Schaffhausen could see financial returns.

According to parent conglomerate Richemont’s most recent earnings report ([see story](#)), Europe’s boosted visitor numbers and their purchases are partly behind the region’s 5 percent increase in sales for the quarter. Resilient demand from locals is also credited with the bump.

As London is historically a giant market for luxury brands, not just in Europe but globally, including British celebrities, the city and its busiest landmarks could both bolster loyalty and reel in new and high-spending customers. This is only emphasized by Mr. Kemp and Mr. Hamilton’s dialogue about how much they love “The Smoke.”

The F1 star dons the Pilot's Watch Performance Chronograph 41 Mercedes-AMG Petronas Formula One Team in Ceratanium with a black dial. He and all of his peers wear the group's official timepiece on and off the track.

In 2013, IWC Schaffhausen joined them as the Official Engineering Partner.



Mr. Hamilton's IWC watch receives multiple closeups in the footage, enabling audiences to appreciate the details. Image credit: IWC Schaffhausen

This long history is further put in the limelight with a pop-up boutique that ran through July 7 in Malaysia Square near the maison's Battersea Power Station store in the U.K. capital. Within, racing memorabilia, a range of watches co-designed by Mr. Hamilton and a photo wall dedicated to his career with the Mercedes-AMG Petronas Formula One Team were displayed.

In the middle of the layout was the Mercedes-AMG F1 W10 EQ Power+ racing car, which the speedster drove during his 11 first-place wins during the 2019 season.

Also on show, visitors could see Mr. Hamilton's suit from his 2021 victory at the Silverstone competition in the U.K., his helmet and the 2020 British Grand Prix trophy, used during the event where he finished with just three working tires.

The Thames River trip ended here at the Battersea Power Station.

After, Mr. Hamilton attended an exclusive cocktail reception where he delved even deeper into his 30 years of racing and once again touched on the best moments from his time as an IWC brand ambassador.



London has long held a captured luxury audience, and now, IWC Schaffhausen centers their city. Image credit: IWC Schaffhausen

Hosted by British television presenter Lucy Hedges and British-Italian racing driver Vittoria "Vicky" Piria, the talk was attended by multiple notable guests including British actor Damson Idris, who is gearing up for his appearance in next year's movie from Apple Original Films about a fictional F1 team. The project is supported by the Swiss watchmaker, and will also star American actor Brad Pitt.

Hamilton holds up

IWC Schaffhausen's celebration came out ahead of the British Grand Prix race, which took place over the weekend from July 5 to July 7.

Mr. Hamilton ended up claiming the top victory that Sunday. He became the first driver to win a Grand Prix after making 300 starts and the first to take first place in 16 different seasons.

This was also his 12th podium in a row for the race, and his 150th overall with the Mercedes-AMG Petronas F1 Team with which

IWC Schaffhausen is partnered.

Mr. Hamilton is transitioning to Italian automaker Ferrari's team in 2025 after 12 seasons with the German group.



Mr. Hamilton and Mr. Kemp, each highly recognizable figures to U.K. audiences, banter as their branded boat makes its way down the Thames. Image credit: IWC Schaffhausen

Between his racing chops and stylish reputation, he has been tapped by a plethora of luxury companies throughout the years. Just in the last 12 months, his partnerships and collaborations have ranged from marketing campaigns with LVMH-owned German luggage brand Rimowa ([see story](#)) to art series with Marriott International-owned hotel and resort chain The Ritz-Carlton ([see story](#)) to this month's augmented reality-backed activations at British department store Selfridges ([see story](#)).

Even more recently, French fashion house Dior appointed Mr. Hamilton as menswear ambassador on Monday. He is the maison's latest guest designer and is collaborating with men's creative director Kim Jones on a skiwear capsule that will officially launch on Oct. 17, 2024 ([see story](#)).

While the F1 star is on summer break, he is reportedly attending the 2024 Olympic Games, which begin in Paris on July 26. He is a close friend of British athlete Miles Chamley-Watson, who is representing the Team USA fencing team.

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