

# IWC

INTERNATIONAL WATCH CO. SCHAFFHAUSEN  
SWITZERLAND, SINCE 1868

## STARS COME OUT TO CELEBRATE IWC SCHAFFHAUSEN AND PETER LINDBERGH'S "A NIGHT IN PORTOFINO"

*Hollywood A-Listers Transported Back in  
Time to Enjoy a Taste of "La Dolce Vita"*

**Los Angeles, CA April 28<sup>th</sup>, 2011** – Stars gathered in Culver City last night to celebrate IWC Schaffhausen and Peter Lindbergh's "A Night in Portofino," a brilliant photographic collaboration between the legendary photographer, the renowned Swiss watchmaker and IWC's overwhelmingly talented friends of the brand. Exclusively in the US for one night, the photos capture the spirit of "La Dolce Vita" and the true elegance of Portofino in the 1960's.

Celebrity in attendance included: **Eric Dane, Patrick Dempsey, Rebecca Gayheart, Michael Muller, Sylvester Stallone, Rachel Zoe, Joe Manganiello, Mia Maestro, Maggie Grace, Justin Chambers, Alexander Skarsgard, Isabel Lucas, Shiva Rose, Goreski, Carla Gugino, Julian McMahon, Emmanuelle Chriqui, Dermot Mulroney, Rob Lowe, Daniel Henney, and Xun Zhou**

### "Peter Lindbergh's Portofino"

In May 2010, Peter Lindbergh, one of the greatest photographers of them all, portrayed IWC's Friends of the Brand against the nostalgic backdrop of a 50s/60s-style Hollywood film set. Whether it was **Cate Blanchett** eating an ice cream whilst clutching **Kevin Spacey's** arm, **Elle Macpherson** and **Eric Dane** on a scooter radiating genuine Italian lifestyle or **Luís Figo** and **Matthew Fox** aboard a sleek powerboat, the cast had a wonderful time which is clearly reflected in all of the brilliant images. The resulting exhibition, "Peter Lindbergh's Portofino", consists of a series of impressive black-and-white photographs and celebrated its US premiere at Culver Studios last night. The exhibition is now scheduled to continue on its world tour and will visit other major cities in Middle East, Asia, and Europe

### Portofino Comes to Culver City

For the exclusive US event, IWC created their own Portofino in Los Angeles. Capitalizing on the "behind the scenes" nature of the exhibition, there was no more of a perfect location than the historic Culver City Studios. When guests first arrived, they were treated to a gallery-like setting displaying almost 50 photos from the world class exhibition and also had the privilege to preview exclusive movie featuring the animation and excitement that took place during the shoot. As they moved further into the gallery, the party began to transition and everyone was transported to the Portofino harbor by nightfall. Aromas of delicacies from Italian markets filled the rooms as guests were entertained by authentic street acts and were photographed dressed up in 1960's costumes – things even got competitive on the bocce court!

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For more information about “Peter Lindbergh’s Portofino”, please visit  
<http://www.iwc.com/experiences/days-portofino/>

## **IWC Schaffhausen**

With its clear focus on technology and engineering, IWC Schaffhausen has been producing watches and special timepieces of lasting value since 1868. The company has gained an international reputation based on a passion for innovative solutions and technical ingenuity. One of the world’s leading brands in the luxury watch segment, IWC crafts exquisite examples of Haute Horlogerie at its finest, combining supreme precision with exclusive design. IWC, as the manufacturer of extraordinary watches that stand for lasting values, takes its commitment to the environment and sustainability very seriously. IWC was certified as carbon-neutral in the summer of 2007 and, thanks to innovative technologies, state-of-the-art building technology and the use of alternative energies, has succeeded in lowering its carbon dioxide emissions by 90 per cent.

### **For more information, please contact:**

Lisa Brown  
IWC Schaffhausen  
212-891-2353  
[Lisa.Brown@iwc.com](mailto:Lisa.Brown@iwc.com)

Renata Faiman  
Bismarck Philips Communication & Media  
323 655 5042  
[Renata@bpcm.com](mailto:Renata@bpcm.com)

Adam McCollum  
Bismarck Philips Communication & Media  
646-747-3021  
[Adam@bpcm.com](mailto:Adam@bpcm.com)