

AMERICAN CHRISTMAS

IWC SCHAFFHAUSEN FLAGSHIP

For luxury Swiss watchmaker IWC Schaffhausen's New York City flagship boutique, American Christmas crafted an intimate, high-craft holiday showcase.
inviting discerning passersby into a world of timeless elegance. Inside, carefully curated seasonal trees and understated floral-and-ornament compositions mirror IWC's signature aesthetic.
Every branch, light point, and custom finish was selected and placed with meticulous attention to detail, proving that smaller-footprint luxury retail environments can deliver unforgettable seasonal impact.

See more on IWC Schaffhausen Flagship on our Website.

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