

CLASSIC DRIVER

Write it in the clouds with IWC's Skywriter

Lead

Have you ever looked up at a plane's vapour trails and wondered what it would look like to write a message in the sky? Now IWC Schaffhausen is allowing you to do just that, with its newly launched Skywriter...

Designed to promote IWC's popular – and extensive – range of Pilot's Watches, the [new Skywriter](#) allows you to take the helm of four historic aircraft, each with a connection to a particular model of the Pilot's Watch. You're then given the controls of the plane, before your chosen personal message is floated in the sky. While your watch won't go through the same stress as a real aerobatic pilot's, you'll still need to keep an eye on it – we've learnt that it's far too easy to lose track of time while loop-the-looping a Supermarine Spitfire...

Gallery

Includes video

Has video

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