

# BOUTIQUE PROGRAM

From March 27 to April 1  
Evening opening hours: Thursday, March 30th from 5pm to 9pm

# IN THE CITY



German know-how  
Opening of the Salon with a presentation of the Maison's emblematic timepieces



The Art of Watch Finishes  
Presentation of the 2023 new releases and finishing techniques with *perlage*.



Celebrating Craftsmanship  
Conversations on craftsmanship, exhibition and demonstrations of techniques. Registration on the following link:  
<https://register.craftsdaysgeneva.cartier.com/fr>



Marie de la Ville Baugé exhibition  
Exhibition of works by the artist Marie de la Ville Baugé.



Ode to watchmaking design  
Presentation of one of the 2023 new releases. A fresco of light will be projected on the storefront on quai General Guisan.



The Joys of Mechanics  
Presentation of the Phénomena, Oris brand story and creations.



Chopard loves Cinema  
The Maison celebrates cinema and presents its Ladies watches.



Radiomir, a unique retrospective  
Exhibition of the largest Radiomir retrospective.



Honoring Craftsmanship  
Presentation of the art of leather marquetry on watch dials.



Discover our Salons in Geneva, in the historic Patek Philippe building



The Art of Fusion  
Presentation of the Art of Fusion.



Presentation of the 2023 New Releases  
Presentation of the 2023 new releases during the evening opening hours.



Exhibition of vintage pieces  
IWC celebrates its rich historical past with an exhibition of vintage products.



Discover Hyper Horology  
Explosive blend of contemporary design and traditional know-how.

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## Rolex Swiss Made

Combining innovation and tradition... for a shared... timeless moment... in front of the Rolex boutique.



## Discover the world of ANGELUS

Presentation of the Maison's iconic products.  
"Les Ambassadeurs" boutique.



## 60 years of the Carrera

Presentation of the Carrera Museum, exhibition dedicated to the 60 years of the Carrera during the evening opening hours.



## Discover the world of ARNOLD & SON

Presentation of the Maison's iconic products.  
"Les Ambassadeurs" boutique.



## TUDOR POP-UP BOUTIQUE

Be the first to see (and buy) all the new watches from Tudor at a pop-up boutique in Geneva. The only location on the planet where the entire range of TUDOR watches will be available right away.



## Discover the world of HAUTLENCE

Presentation of the Maison's collection.  
"Bucherer" boutique.



## Presentation of the Ulysse Nardin New Release

Cocktail reception with Ludwig Oechslin and the artist LABEG during the evening opening hours.



## Discover the world of TRILOBE

Presentation of the Maison's iconic products.  
"Les Ambassadeurs" boutique.



## The experience of time

Singular photographic experience during the evening opening hours.



## Collection of pre-owned watches

Selection of pre-owned watches from the Watches and Wonders Geneva exhibiting Maisons.  
"Bongénie Grieder" boutique.

Van Cleef & Arpels



## Poetic Complications

Presentation of Poetic Complications with the Pont des Amoureux and Heures Florales collections during the evening opening hours.



## Discover the world of Zenith

Presentation of the Maison's iconic products.  
"Gübelin" boutique.