

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 Fusion

Presentation of the Art of Fusion.



Discover the world of Baume & Mercier

Presentation of the Maison's novelties.
"O.Zbinden" boutique.



Exhibition of vintage pieces

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



Discover the world of Bell & Ross

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



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 du General Guisan.



The Joys of Mechanics

Presentation of the *Phénomène*, 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

BOUTIQUE PROGRAM

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

IN THE CITY

PIAGET

Presentation of the 2023 New Releases

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

Van Cleef & Arpels



Poetic Complications

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

ROGER DUBUIS

Discover Hyper Horology

Explosive blend of contemporary design and traditional know-how.

ZENITH

Discover the world of Zenith

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

ROLEX

Rolex Swiss Made

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

ANGELUS

Discover the world of Angelus

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

TAG HEUER

60 years of the Carrera

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

ARNOLD & SON
1764

Discover the world of Arnold & Son

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

TUDOR

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.

HAUTLENCE

Discover the world of Hautlence

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

ULYSSE NARDIN

Presentation of the Ulysse Nardin New Release

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

TRILOBE

Discover the world of Trilobe

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

VACHERON CONSTANTIN
GENÈVE

Live sketching

Customised artwork.

WATCHFINDER & Co.
THE PRE-OWNED WATCH SPECIALIST

Collection of pre-owned watches

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