

PRESS RELEASE

Geneva, 27 October 2022

Watches and Wonders creates its own Foundation!

After the success of the first edition of Watches and Wonders Geneva in 2022, Rolex, Richemont and Patek Philippe have decided to create the *Watches and Wonders Geneva Foundation (WWGF)*, a not-for-profit foundation based in Geneva. It comes into existence today.

The mission of the *Watches and Wonders Geneva Foundation* is to promote watchmaking excellence throughout the world. The purpose of this new foundation, established in September 2022, is to organise either in-person or digital watch and jewellery exhibitions, in Geneva and beyond our borders.

The WWGF will be managed by a Foundation Board, with Jean-Frédéric Dufour serving as Chairman and Emmanuel Perrin as Vice-Chairman. Along with the founding members, they will define the major strategic areas of this ambitious project. The Exhibiting Committee, made up of representatives from the participating Maisons, will, on the other hand, continue to take all the decisions to ensure the exhibition runs smoothly. Matthieu Humair, current CEO of the *Fondation de la Haute Horlogerie*, will become the CEO of the *Watches and Wonders Geneva Foundation*. The WWGF will be based in Geneva, an opportunity for the city to consolidate its reputation as the world's watchmaking capital.

The next Watches and Wonders Geneva edition will be held from 27 March to 2 April 2023 in Palexpo, Geneva's exhibition centre. For the first time, the event, gathering nearly 50 brands, will open its doors to the public over the weekend, on 1 and 2 April 2023. Amateurs and collectors will thus have the opportunity to wander through the aisles of this prestigious Salon and discover the latest designs and trends for the year. Tickets will be available exclusively online on the watchesandwonders.com platform in early February 2023 at the price of 70 CHF. The first five days will be reserved for the press, retailers and the guests of the 49 exhibiting *Maisons*. The full programme will be disclosed in the coming weeks.

More information about the ambition of *Watches and Wonders Geneva Foundation* to transform Geneva into the world's leading watchmaking destination will follow!

EXHIBITING BRANDS

A. LANGE & SÖHNE | ALPINA | ANGELUS | ARNOLD & SON | BAUME & MERCIER | BEAUREGARD | BELL & ROSS | CARTIER | CHANEL | CHARLES ZUBER | CHARRIOL | CHOPARD | CHRONOSWISS | CYRUS GENÈVE | CZAPEK & CIE | FERDINAND BERTHOUD | FREDERIQUE CONSTANT | GRAND SEIKO | GRÖNEFELD | HAUTLENCE | HERMÈS | HUBLOT | HYSEK | IWC SCHAFFHAUSEN | JAEGER-LECOULTRE | KERBEDANZ | LAURENT FERRIER | LOUIS MOINET | MONTBLANC | ORIS | PANERAI | PARMIGIANI FLEURIER | PATEK PHILIPPE | PEQUIGNET | PIAGET | REBELLION TIMEPIECES | RESSENCE | ROGER DUBUIS | ROLEX | RUDIS SYLVA | SPEAKE-MARIN | TAG HEUER | TRILOBE | TUDOR | U-BOAT | ULYSSE NARDIN | VACHERON CONSTANTIN | VAN CLEEF & ARPELS | ZENITH

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Press contact

press@watchesandwonders.com

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