

**PRESS RELEASE**

**Geneva, September 28, 2023**

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## **Watches and Wonders Geneva 2024: 55 exhibiting Maisons, 3 days open to the Public**

**Taking place from April 9 to 15, 2024, the next Watches and Wonders Geneva promises to be a thrilling one, with an enhanced program at the Salon and In The City, specially designed for the general public. The focus will be on the visitor experience, as well as meaningful connection and interaction with the exhibiting Maisons. Several spaces have been expanded, allowing the event to host new brands and welcome the public over 3 full days!**

Planning is already well underway for Watches and Wonders Geneva to ensure a unique week for the world of fine watchmaking, with a record 55 watch brands confirmed to take part in 2024. It's a chance for industry professionals, connoisseurs and enthusiasts to come together, experience the latest products first-hand, engage and build meaningful connections. A new 7-day program has been designed with the Salon opening to the public from Saturday to Monday. Tickets can be purchased online from early February 2024, with student and weekend prices available.

The Watches and Wonders Geneva experience has been reimagined for 2024. It will now encompass two floors and feature new spaces for visitors to explore along with enhanced venues for meeting and discussion.

In addition to prestigious names such as Rolex, Cartier, Patek Philippe, IWC Schaffhausen and TAG Heuer, six new brands will be exhibiting for the first time, with Bremont on one side and Eberhard & Co, Gerald Charles, Nomos Glashütte, Norqain and Raymond Weil on the other. H. Moser & Cie. will also be making its return to the Carré des Horlogers.

The LAB, which serves as a window into the future of the industry, will take on a new dimension at the heart of the Salon, symbolically representing the importance of technological innovation within the manufactures. Here, startups, schools and engineers will reveal the secrets of tomorrow's watchmaking. It's an immersive, tactile and sensory experience for the curious and especially relevant to younger enthusiasts with career aspirations.

The heart of the City will be ticking even louder to the rhythm of watch movements, with a dynamic *In The City* program. A new *Village Horloger* will be created to showcase the wonders of fine watchmaking, its crafts, savoir-faire and talents. Major brands will also be joining the festivities with in-store activities featuring presentations and special exhibitions of their finest creations. The evening celebration – with its free concert - will be held on April 11 on the Quai Général-Guisan.

Watches and Wonders Geneva is aimed at all audiences and all ages, with a particular focus on younger generations who have shown a growing interest in the industry. The countdown begins as the whole city is getting ready to once again welcome the watchmaking event of the year!

## EXHIBITING MAISONS

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

More info at [watchesandwonders.com](https://watchesandwonders.com)

Download the press release, photos and videos at [mediacenter.watchesandwonders.com](https://mediacenter.watchesandwonders.com)

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WATCHES AND WONDERS

