

Experience  
Watchmaking

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# WATCHES AND WONDERS GENEVA

1 - 7 APRIL 2025

Palexpo-Geneva  
Open to the public  
**5 - 7 APRIL 2025**

## PRESS ANNOUNCEMENT

**Geneva, September 17, 2024**

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### **Watches and Wonders Geneva 2025:**

#### **Bulgari and 6 new independent brands to join the Salon**

**A total of 60 brands have confirmed their presence at Watches and Wonders Geneva 2025! The arrival of the Maison Bulgari and 6 new independent brands is an important step in the evolution of the Salon. Never before has the event welcomed so many exhibitors. Prestigious players, newcomers, new spaces and... new creations to share from April 1 to 7, 2025.**

The 2025 edition of the largest watchmaking Salon ever held in Geneva is just around the corner. No fewer than 60 exhibiting brands - including 7 newcomers - will welcome retailers, journalists and professionals from around the world for the first 4 days before opening the doors to the general public from April 5 to 7. It will be the occasion for Geneva to shine as the world capital of watchmaking, as the industry's key players come together next spring. Prestigious names, such as Bulgari, along with independent brands - Christiaan van der Klaauw, Genus, Kross Studio, MeisterSinger, while welcoming back Armin Strom and HYT - will gather together in a specially redesigned setting.

Guest of honor this year: Youth! The brands will be showcasing not only their collections and new pieces, but also their youngest talents, shining a spotlight on the best apprentices, recent graduates and craftspeople. They will be contributing to the program while sharing their expertise and experiences with visitors.

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Geneva itself will also be a showcase for young people, with *In the City*. Young professionals and trainees will be presenting the trades and projects they are currently working on at the *Watchmaking Village*, as well as in the boutiques. Guided tours, events, discovery workshops, conferences and panel discussions on themes linked to the younger generation and time measurement are all on the agenda.

Finally, watch lovers, enthusiasts and collectors will take over the city center on the evening of Thursday, April 3, to celebrate Geneva's Watchmaking tradition. Whether it is the excited buzz of participants or the masterful rhythm of the craftspeople who meticulously assemble the exceptional mechanisms, from April 1 to 7, 2025, Geneva will set the pace for the world of watchmaking!

## EXHIBITING BRANDS

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

## ABOUT WATCHES AND WONDERS GENEVA FOUNDATION

Created in September 2022 on the initiative of Rolex, Richemont and Patek Philippe, the Watches and Wonders Geneva Foundation (WWGF) is a non-profit foundation based in Geneva. In 2024, three new key members, Chanel, Hermès and LVMH joined the founding members on the WWGF Board. Our mission is to promote watchmaking throughout the world by organizing watchmaking events in Geneva – the flagship event – and Shanghai. Today, Watches and Wonders Geneva brings together the world's leading watchmakers, with 60 brands exhibiting in 2025 and 49,000 visitors at its last edition in April 2024. A record number.

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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