

Experience
Watchmaking

WATCHES AND WONDERS GENEVA

1 - 7 APRIL 2025

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

PRESS RELEASE

Geneva, January 30, 2025

Spotlight on the must-sees at Watches and Wonders Geneva 2025

From April 1 to 7, 2025, a total of 60 brands - with the arrival of Bvlgari and six new independent brands - will welcome visitors at Watches and Wonders Geneva. An exciting program, personalized offers and numerous product launches will be announced. From the unveiling of exceptional and never-before-seen timepieces to unexpected encounters with world-renowned ambassadors, discover the new features that will transform any visit into an unparalleled immersive experience at the heart of watchmaking. Tickets will be available to purchase from Tuesday February 11, 2025, at watchesandwonders.com.

For the third year running, the Salon will open its doors to the general public. After four days reserved for professionals, from Saturday April 5 to Monday April 7 watch enthusiasts and collectors alike will be able to enjoy a program specifically designed for them. This year, ticketing has been adapted to suit different audiences and visitors; the main new feature is that everyone can now create a personalized schedule, thanks to an exclusive offer available online only with the purchase of a ticket.

By booking a slot for an exclusive presentation for new products, or by signing up for a guided tour with an expert to explore the secrets of the Maisons and their creations, visitors will enjoy a unique experience. Those who prefer to embark independently on a journey of discovery, immersing themselves in the worlds of the brands and letting themselves be surprised by iconic creations and unique events, will be swept up in the emotions that await them throughout their visit.

Discovery and experimentation continue at the LAB, a space dedicated to innovation and new technologies that explores the future of watchmaking training and professions. Brands, start-ups and students will present projects and prototypes in a new setting. The Auditorium's

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program, consisting of Brand presentations and lectures given by experts, will provide insights on the latest developments in the watchmaking industry. Finally, the *Longitude Zero* exhibition will take visitors on a journey along the Greenwich Meridian, in search of the markers of time.

In the City will bring watchmaking to the city center, with an entirely free program of events, discoveries and experiences, and the participation of many partner boutiques. The highlight will be on Thursday evening, with an exceptional concert, to be discovered soon!

Watchmaking professions will be in the spotlight all week, from the brand booths to the *Watchmaking Village* on the Pont de la Machine, where apprentices and trainers will be presenting initial training courses in the industry. Not to be missed: the SwissSkills 2025 qualifications for microtechnology professions, organized for the first time in conjunction with the Salon, as well as live coverage of the competition at the *Watchmaking Village*.

Conferences, readings and film screenings, in partnership notably with the Payot Bookshop, will explore time in original and unexpected ways, rounding off this exceptional week of watchmaking. See you in Geneva from April 1-7, 2025!

EXHIBITING BRANDS

A. LANGE & SÖHNE | ALPINA | ANGELUS | ARMIN STROM | ARNOLD & SON | ARTYA GENEVE | BAUME & MERCIER | BELL & ROSS | BREMONT | BVLGARI | 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

Download the press release, photos and videos at mediacenter.watchesandwonders.com

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