

PRESS RELEASE

Geneva, March 27, 2025

It's time!

More brands, more novelties, more activities. Come and meet the people behind this exceptional watchmaking week! Full program and tickets available at watchesandwonders.com.

Gathered in an exceptional setting, 60 watch brands will open the doors to their world and unveil their latest creations. In five days from today, Watches and Wonders Geneva, the watchmaking industry's flagship event, will welcome professionals and journalists from around the world, before opening its doors to the public from Saturday 5 to Monday 7 April. Product presentations, hands-on workshops, educational experiences, meetings with experts, watchmakers and craftsmen... The brands are showcasing their creativity to welcome the public at their booths and boutiques in the city centre.

The highlight of the week will take place on Thursday 3 April, with an evening 'In The City', as watchmaking boutiques will remain open until 9pm, while a celebratory concert by French electronic duo *Bon Entendeur* will be taking place on the *Quai Général-Guisan*! "Everyone should be able to experience something unique. Watches and Wonders Geneva is all about contact and emotion, and we are committed to fostering this," says Cyrille Vigneron, President of the Watches and Wonders Geneva Foundation.

Young People in the Spotlight

Whether looking for training, a career or simply interested in watchmaking, young people are a focus for this year's event. They will be able to meet apprentices from different brands and discover student projects presented at the LAB. This dynamic space is dedicated to innovation and brings together a range of brands, start-ups and schools around projects presented by young people for young people. At the Watchmaking Village on the *Pont de la Machine*, younger visitors will be able to experience watchmaking and jewellery workshops, find out about training courses and follow the live broadcast from Palexpo of the SwissSkills 2025 qualifications for microtechnology professions.

Explore Time Differently

At the Salon, through Geneva-based photographer Fred Merz's exhibition *Longitude 0°* which will take visitors along the famous Greenwich Meridian to discover some of its physical markers and share unique anecdotes from those living nearby. At the Auditorium, a robust conference program will explore emerging talents and trades, the role of women in watchmaking, the challenges and perspectives of the second-hand watch market, or the efforts related to the inclusion of horological arts and mechanics in UNESCO's intangible cultural heritage.

The extensive free cultural events of the 'In The City' program will also contribute to broaden perspectives on watchmaking, while the Payot bookshop offers a chance to meet Geneva historian Gérard Duc, prominent Geneva author Max Lobe, and Swiss crime fiction stars Nicolas Feuz and Marc Voltenaer. These events aim to create new links between watchmaking expertise, literature, philosophy, psychology and history. The Bio Cinema will be screening *Les Héritiers des Paysans-Horlogers*, a documentary by Swiss director Claude Schauli, about farmers who became passionate watchmakers. See you in five days for a watchmaking week full of discoveries!

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, 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, with Geneva as flagship event. 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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