

PRESS RELEASE

Geneva, April 7, 2025

Salon and new releases to break records!

Watches and Wonders Geneva reached a record attendance, with over 55,000 visitors throughout the week! The public days and the “In The City” program were equally a great success, confirming the growing interest in an event that has become a “must-attend”. A wealth of new releases and animations, a true testimony to the vitality of the Swiss watchmaking industry.

With over 55,000 visitors (+12% over last year), 6,000 retailer representatives (+5%), 1,600 journalists (+7%), and 23,000 tickets sold on the public days (+21%), the figures speak for themselves! From 43,000 hotel room nights (+17%) to 12,000 retail meetings (+21%), all the indicators have considerably increased.

Cyrille Vigneron, President of the Watches and Wonders Geneva Foundation, commented: “Watches and Wonders has established itself not only as a must-attend inter-professional event, but also as a platform for expression for the watchmaking Maisons. The event gives each of them the opportunity to visually express their own universe, to see and wear beautiful creations, and to share a common passion. Media, medium and mediator”.

This creative momentum is reflected in the number of launches and the diversity of the new releases. Some watch brands celebrated their heritage, while others highlighted their iconic collections. Women were in the spotlight, particularly in the jewelry watch segment. The reduction in sizes offers new opportunities for differentiation, through dial textures and colors. The proliferation of skeleton watches also reflects the irresistible appeal of precision engineering. This technical achievement is illustrated by several new world records and premieres.

Many celebrities attended, amongst them Simone Ashley, Usain Bolt, Roger Federer, Carl Lewis and Hans Zimmer. Exhibiting brands, journalists, influencers and YouTubers created added engagement on social networks with the hashtag *#watchesandwonders2025* reaching an *estimated reach* of more than 700 million people prior to the conclusion (+17%).

As this year's guest of honor, younger generations proved receptive. Nearly 10,000 young people were able to discover watchmaking expertise by attending the Salon or through school visits, vocational education presentations and qualifications for the SwissSkills 2025.

The much anticipated *In The City* program, was also a resounding success. Workshops and guided tours were sold out rapidly. The Watchmaking Village welcomed many students and schools from around Geneva. Thursday evening, the boutique animations kept the magic going running up to the first beats of the *Bon Entendeur* concert. Crowds of all ages gathered to celebrate this springtime of watchmaking.

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. The organization's 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 and more than 55,000 visitors in 2025.

More info at watchesandwonders.com

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

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