

Experience  
Watchmaking

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Palexpo-Geneva  
Open to the public  
**18-20 APRIL  
2026**

**PRESS RELEASE**

**Geneva, June 17, 2025**

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## **Watches and Wonders Geneva 2026**

### **Save the date!**

**The largest watchmaking event of the year will be held in Geneva from April 14 to 20, 2026. The Salon retains the format that has made it so successful: four days for professionals, followed by three days open to the general public, all of which will be accompanied throughout the week by exceptional animations in the city center.**

Watches and Wonders Geneva 2026 will take place from Tuesday 14 to Monday 20 April 2026. Brands, professionals, journalists and watch enthusiasts from all over the world will come together for the occasion. The week will be the focus of all attention, featuring newsworthy highlights befitting an event that has become truly unmissable.

From the Salon to the city center, the proven format continues. A more ambitious program will immerse all audiences in an unparalleled watchmaking experience. Innovation, younger generations and In The City animations will also take on greater importance.

As its name suggests, *Watches and Wonders Geneva* brings together watches and wonders, renowned exhibitors and an enthusiastic public audience, the Salon and entertainment in the city.

The participating brands and the full program will be announced soon.

WATCHES AND WONDERS GENEVA



## 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. Chanel, Hermès and LVMH are also members of the WWGF Board. The Foundation's mission is to promote watchmaking throughout the world by organizing Watches and Wonders Geneva. Today, *Watches and Wonders Geneva* brings together the world's leading watchmakers, with 60 exhibiting brands and more than 55,000 visitors in 2025.

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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