

Press Announcement

Geneva, September 23, 2025

Audemars Piguet and ten new brands to join Watches and Wonders Geneva 2026

The 2026 edition of the leading watchmaking event of the year will feature the arrival of Audemars Piguet, the renowned manufacturer from Le Brassus, along with ten other brands. The programs of the Salon and *In The City* are uniting to create a single event. This will offer a true experience and unforgettable highlights for a week of discovery between 14th - 20th April, 2026.

Brand News

Watches and Wonders Geneva 2026 will welcome eleven new brands, including Audemars Piguet, the oldest fine watchmaking manufacturer still in the hands of its founding families, and l'Epée 1839, the only manufacture in Switzerland to specialize in the production of high-end clocks. With Behrens, Bianchet, B.R.M Chronographes, Charles Girardier, Corum, Credor, Favre Leuba, March L.A.B and Sinn Spezialuhren, the total number of exhibiting brands will increase to 66. Other significant change: H. Moser & Cie. and Frederique Constant are changing locations and expanding their booths.

Redesigning the spaces

To support these developments, the Salon is adapting and expanding, while ensuring that visiting comfort and service quality are preserved. All independent artisan-creators will now be spread in two areas, the *Carré des Horlogers* (increasing from 16 to 23 exhibitors) and the *Mezzanine* (increasing from 9 to 15 exhibitors), offering greater visibility and consistency in layout.

The LAB, incubator of ideas

Dedicated to technologies that will shape the future of watchmaking, the LAB is, for the first time, offering any startup, company, or laboratory the opportunity to submit its high value-added initiative on watchesandwonders.com. Professionals, visitors, and future partners will discover the selected projects during Watches and Wonders Geneva 2026.

A true city-wide cultural program

While the format of four professional days followed by three days open to the public remains unchanged, the program itself is evolving so that each day becomes an experience of its own: opening of new spaces, museums, afterwork events, workshops and offerings for younger generations, as well as the unmissable Thursday nocturne, with the support of the City and Canton of Geneva. Transfers between the Salon and *In The City* will be made easier by a free shuttle service allowing visitors to travel between the two locations.

“The 2026 edition of Watches and Wonders Geneva marks a turning point in our desire to set Geneva as a leading destination. Our ambition is to offer a genuine city-wide cultural program that goes beyond the Salon. We want to provide visitors of all generations with a rewarding, entertaining, and diverse experience”, says Matthieu Humair, CEO of the Watches and Wonders Geneva Foundation.

EXHIBITING BRANDS

A. LANGE & SÖHNE | ALPINA | ANGELUS | ARMIN STROM | ARNOLD & SON | ARTYA GENEVE | AUDEMARS PIGUET | BAUME & MERCIER | BEHRENS | BIANCHET | BREMONT | B.R.M CHRONOGRAPHES | BVLGARI | CARTIER | CHANEL | CHARLES GIRARDIER | CHARRIOL | CHOPARD | CHRISTIAAN VAN DER KLAUW | CHRONOSWISS | CORUM | CREDOR | CYRUS GENÈVE | CZAPEK & CIE | EBERHARD & CO. | FAVRE LEUBA | FERDINAND BERTHOUD | FREDERIQUE CONSTANT | GENUS | GERALD CHARLES | GRAND SEIKO | GRÖNEFELD | HAUTLENCE | HERMÈS | H. MOSER & CIE. | HUBLOT | HYT | IWC SCHAFFHAUSEN | JAEGER-LECOULTRE | KROSS STUDIO | LAURENT FERRIER | L'ÉPÉE 1839 | LOUIS MOINET | MARCH LA.B | NOMOS GLASHÜTTE | NORQAIN | ORIS | PANERAI | PARMIGIANI FLEURIER | PATEK PHILIPPE | PEQUIGNET | PIAGET | RAYMOND WEIL | RESSENCE | ROGER DUBUIS | ROLEX | RUDIS SYLVA | SINN SPEZIALUHREN | 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. 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.

More info at watchesandwonders.com

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

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WATCHES AND WONDERS GENEVA

