

Press Release
Geneva, February 5, 2026

Watches and Wonders Geneva: Discover the 2026 Program!

The countdown has begun. Watches and Wonders Geneva returns from 14 to 20 April 2026 for seven days of excitement at the heart of watchmaking. From the Salon to the city center, the event promises a true immersion into the innovation and craftsmanship of leading watch brands. Online ticket sales open on 10 February 2026 on the official website watchesandwonders.com.

An Edition in Full Expansion

The event reaches a new milestone this year with the arrival of 11 brands and the expansion of its *In The City* program, which will take over the heart of Geneva to deliver a unique experience for all audiences. A major highlight of the week, alongside the new releases that brands will unveil throughout the event. Open to both industry professionals and the general public, in April Watches and Wonders Geneva will welcome more than 6,000 retailers, 1,600 international journalists and around 15,000 guests from across the world for this flagship watchmaking event. Nearly 55,000 visitors from 125 different nationalities attended the previous edition.

The city center will come alive with the Montreux Jazz Festival!

The program has been designed to turn each day into a truly unique event and experience. A brand-new location on Quai Général-Guisan, will open its doors as part of an exclusive partnership with the *Montreux Jazz Festival*, invited to build the musical program of these Geneva evenings, a premiere!

Inspired by the iconic *Montreux Jazz Club* concept, offering an immersive experience combining live concerts, close interaction with artists and an intimate atmosphere, this club will showcase emerging talents from the international music scene alongside jazz

ensembles. Open every evening from 5 to 11 pm, this 600 sq.m venue will welcome the public upon registration, featuring a musical line-up of live performances and DJ sets.

The *Watchmaking Village* will take up residence in the Pont de la Machine building. Visitors will find introductory watchmaking workshops, professional opportunities and career paths organized by the Swiss Watchmaking Industry Employers' Association (CP), and other horological initiatives. This place will turn into a hub and starting point of the guided tours across the city.

Exhibiting brands have prepared exciting surprises, with animations and presentations throughout the week in their city-center boutiques.

This year's iconic Thursday night will feature a musical performance around the lake. Finally, as a playful nod to the occasion, Geneva's famous Flower Clock at the corner of the *Jardin Anglais* will embrace the colors of Watches and Wonders Geneva.

More Wonders to Explore at the Salon

The LAB is entering a new phase with a redesigned space dedicated to innovation and cutting-edge technologies. Around fifteen new start-up projects have been selected from 60 applications, based on criteria such as innovation, relevance to the watchmaking world, sustainability and social impact. A unique opportunity to showcase emerging talent and discover initiatives that are as bold as they are forward-thinking.

For the third consecutive year, the ECAL (University of Art and Design based in Lausanne) partnership continues. Students from the Master of Advanced Studies in Design for Luxury and Craftsmanship will present original installations, inviting visitors to experience time in a truly immersive way. At the entrance of the Salon, *Le Cadran* will serve as a welcoming and meeting point. Eight benches and four tables will be arranged around a central clock tower, echoing the shape of a watch dial and serving as a place designed for taking a break, waiting for someone, or meeting friends.

The *Wake Up!* exhibition will offer a fascinating journey through the history and uses of the alarm clock, from the Middle Ages to the present day. Featuring timepieces, watches, clocks and graphic works from the *Musée d'Art et d'Histoire de Genève* (MAH) collections, over 50 timepieces will be on display, ranging from collective timekeepers, public bells, to personal wake-up instruments such as watches and bedside clocks. The narrative will invite visitors to explore their relationship to time and to the awakening experience.

Online ticket sales open on 10 February 2026 at watchesandwonders.com. Be on time!

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'EPEE 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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