

Press Announcement
Geneva, June 23, 2026

Watches and Wonders 2027

Dates, format and new major players!

Watches and Wonders has unveiled the dates of its next edition, which will take place from April 5 to 11 in Geneva. Held over a full week, from Monday to Sunday, the event continues to expand, from Palexpo to the city centre. The 2027 edition already promises to be exceptional, with the arrival of prestigious brands including Breitling, Damiani, Gallet and Universal Genève.

From April 5 to 11, 2027, Watches and Wonders Geneva will return for a full week entirely dedicated to the art of watchmaking. The Salon will open its doors on Monday for the professional days, before moving on to a three-day public weekend from Friday to Sunday. The *In The City* program, open to everyone, will continue to gain momentum, with an expanded presence in the heart of Geneva that blends watchmaking, culture and immersive experiences throughout the week.

This edition will be marked by the arrival of prestigious players. House of Brands will make its debut at Watches and Wonders Geneva, bringing together three distinct names in watchmaking: Breitling, Gallet and Universal Genève. The Italian brand Damiani will also be joining the Salon for the very first time, alongside major brands.

The arrival of these new names represents an important milestone in the evolution of Watches and Wonders Geneva, and reflects the desire of major watchmaking Maisons to unite around a shared vision.

Further announcements and additional information will be communicated later.

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. The Salon brings together the leading players of the industry, with 65 exhibiting brands and nearly 60,000 unique visitors in 2026.

More info at watchesandwonders.com

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