

Press Release**Geneva, September 17, 2026**

Watches and Wonders celebrates Geneva, the cultural capital of watchmaking!

With thirteen new brands, a new scenography inspired by Switzerland's landscapes and an expanded seven-day *In The City* program, Watches and Wonders Geneva will shift into high gear from 5 to 11 April 2027.

Thirteen new brands to make their debut at the Salon

Watches and Wonders Geneva continues to grow, welcoming thirteen new brands this year. Akhor, Alain Silberstein, Berneron, Breva Genève, Fortis, Kerbedanz, Porsche Design, Singer Reimagined and Stollenwurm will join Breitling, Damiani, Gallet and Universal Genève, whose participation was announced in June 2026. These new additions further underscore the event's appeal and the diversity of its exhibiting brands, bringing the total number of exhibitors to 75.

Reflecting the Salon's continued expansion, the main hall will now bring together 32 leading watchmaking Maisons, while the *Carré des Horlogers* will welcome 27 brands, a number that has tripled over the past decade. The *Mezzanine* also continues to gain momentum, with 16 brands.

A new décor concept inspired by the Swiss landscape

Geneva will host the leading names in watchmaking within a completely redesigned setting. Inspired by the lakes and mountains that shape Geneva and its surroundings, this new scenography within Palexpo marks an important milestone in the evolution of the Salon. Designed to enhance the visitor experience, it features spacious aisles allowing a smoother and more comfortable flow.

New activations and unique experiences

Beyond the latest releases from exhibiting brands, Watches and Wonders Geneva will offer an immersive experience inviting visitors to explore the world of contemporary watchmaking. Public interest in watchmaking professions and craftsmanship continues to grow across generations, year after year. Artistic crafts, training and education, live

demonstrations and hands-on workshops will therefore take center stage. Whether visiting with family or friends, as a newcomer or a seasoned collector, everyone will be able to discover the many facets of watchmaking through experiences designed to make the industry more open, accessible and welcoming.

A city-wide celebration of watchmaking all week long

The *In The City* program continues to expand and will now run over seven days. The Watchmaking Village, brand activations hosted in boutiques, demonstrations from artisans, immersive experiences, and cultural and musical events will set the pace for a week entirely dedicated to the art of watchmaking. As a cornerstone of Geneva's identity, watchmaking will take over the city from 5 to 11 April 2027, offering residents and visitors alike a unique immersion into a world of excellence, creativity and craftsmanship.

Tickets will go on sale on 9 February 2027, exclusively at watchesandwonders.com.

EXHIBITING BRANDS

A. LANGE & SÖHNE | AKHOR | ALAIN SILBERSTEIN | ALPINA | ANGELUS | ARMIN STROM | ARNOLD & SON | ARTYA GENEVE | AUDEMARS PIGUET | BAUME & MERCIER | BEHRENS | BERNERON | BIANCHET | BREITLING | BREMONT | BREVA GENEVE | B.R.M CHRONOGRAPHES | BVLGARI | CARTIER | CHANEL | CHARLES GIRARDIER | CHARRIOL | CHOPARD | CHRISTIAAN VAN DER KLAUW | CHRONOSWISS | CORUM | CREDOR | CZAPEK & CIE | DAMIANI | EBERHARD & CO. | FAVRE LEUBA | FERDINAND BERTHOUD | FORTIS | FREDERIQUE CONSTANT | GALLET | GENUS | GERALD CHARLES | GRAND SEIKO | GRÖNEFELD | H. MOSER & CIE. | HAUTLENCE | HERMÈS | HUBLOT | IWC SCHAFFHAUSEN | JAEGER-LECOULTRE | KERBEDANZ | LAURENT FERRIER | L'EPÉE 1839 | LOUIS MOINET | MARCH LA.B | MARCO TEDESCHI | NOMOS GLASHÜTTE | NORQAIN | ORIS | PANERAI | PARMIGIANI FLEURIER | PATEK PHILIPPE | PEQUIGNET | PIAGET | PORSCHE DESIGN | RAYMOND WEIL | RESSENCE | ROGER DUBUIS | ROLEX | SINGER REIMAGINED | SINN SPEZIALUHREN | STOLLENWURM | TAG HEUER | TRILOBE | TUDOR | U-BOAT | UNIVERSAL GENÈVE | 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. The Salon brings together the leading players of the industry, with nearly 60,000 unique visitors in 2026.

More info at watchesandwonders.com

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