



SALON INTERNATIONAL DE LA HAUTE HORLOGERIE 2013

FINAL PRESS RELEASE

### Serenity prevails at the 23rd SIHH

**Geneva, January 25th, 2013** – The Salon International de la Haute Horlogerie, which held its 23rd edition at Palexpo Geneva, came after another record year for the Swiss watch industry, which for the first time ever is expected to post exports in excess of CHF 20 billion.

The creativity and expertise of the sixteen exhibiting Maisons was once again evidenced by the collections on show. Classic products spotlighted the mechanical and aesthetic foundations of Fine Watchmaking, renewing with the rich heritage of a centuries-old activity.

True to tradition, the Salon was host to an exhibition staged by the Fondation de la Haute Horlogerie, *The Mastery of Time*, inspired by the eponymous book by Dominique Fléchon, the Foundation's historian, which documents the fabulous history of time measurement. A further highlight was the *Arts & Crafts & Design* exhibition. It presented thirteen unique objects on the theme of time, designed by Alessandro Mendini and made by thirteen master craftsmen.

The SIHH confirms it is the foremost international gathering for the Fine Watch profession. A private and exclusive event for retailers, distributors and media representatives, the SIHH delivered on all counts with more than 13,000 visitors (+3%) from all five continents, of which close to 1,200 journalists. As always, it immortalised time's capacity to capture the imagination and Fine Watchmaking's unique ability to transform its measurement into an art.

Rendezvous in 2014, January 20th - 24th, for the 24th SIHH at Palexpo Geneva.

SIHH 2013 - GENEVA

Salon International de la Haute Horlogerie  
January 21st – 25th, 2013, Palexpo

For further information, visit the SIHH website [www.sihh.ch](http://www.sihh.ch)

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Exhibitors

A. Lange & Söhne  
Audemars Piguet  
Baume & Mercier  
Cartier  
Greubel Forsey  
IWC  
Jaeger LeCoultre  
Montblanc

Officine Panerai  
Parmigiani Fleurier  
Piaget  
Ralph Lauren Watch & Jewelry  
Richard Mille  
Roger Dubuis  
Vacheron Constantin  
Van Cleef & Arpels