

WATCHES & WONDERS MIAMI DEBUTS IN THE MIAMI DESIGN DISTRICT

THE EVENT BECOMES THE MUST-ATTEND EXPERIENCE FOR LUXURY CONSUMERS AND WATCH ENTHUSIASTS ALIKE

Miami, February 20, 2018 – Miami was the ultimate destination for the Presidents’ Day holiday weekend with the launch of **Watches & Wonders Miami (WWM)**, led by the **Fondation Haute Horlogerie (FHH)** in partnership with the **Miami Design District Associates (MDDA)**. The first of its kind event in the US brought together 21 of the world’s leading timepiece manufacturers, including A. Lange & Söhne, Audemars Piguet, Bulgari, Cartier, Hublot, IWC, Jaeger-LeCoultre, Louis Vuitton, Panerai, Piaget, Vacheron Constantin and Van Cleef & Arpels among others, to celebrate Fine Watchmaking and debut their newest creations to the public.

The weekend kicked-off with a lavish opening night cocktail party hosted by the Fondation Haute Horlogerie and the Miami Design District. Miami’s best and brightest, as well as top collectors, watch enthusiasts and industry personalities came out to celebrate in the Palm Court of the Miami Design District. Over the course of the evening guests gathered around the iconic Buckminster Fuller Fly’s Eye Dome to enjoy cocktails and music by celebrity DJ **Brendan Fallis**. Guests also had the opportunity to visit the boutiques and meet with executives, watchmakers and artisans, many of whom flew in especially for the occasion.

Throughout the weekend, the 21 participating maisons unveiled their latest timepieces for the first time in the US to new and existing customers and hosted a range of in-store activations. Attendees also had access to a special exhibition, ‘Telling Time,’ comprised of nine films by international contemporary artists. Education was also a key component of Watches & Wonders Miami, with a range of lectures and roundtable discussions led by industry authorities. A series of watchmaking workshops gave participants the opportunity to actually assemble a watch movement. A workshop for kids, developed in conjunction with the International Museum of Horology in Switzerland, taught them how to make their very own time-measuring tool.

Watches & Wonders Miami coincided with the **Miami Design District Concours**, which brought out car aficionados and fans who snapped photos alongside some of the world’s rarest Post War sports, exotic and racing automobiles, including a 1967 Ferrari 275 GTB/4, 1967 Lamborghini 400GT 2+2 and a 1956 Mercedes 300SL Gullwing.

Over the course of the four-day affair, more than 20,000 attendees took part in the festivities. *“We are thrilled with the debut of Watches & Wonders Miami and the fantastic reception we received here in the US,”* stated **Fabienne Lupo**, Chairwoman and Managing Director of the Fondation Haute Horlogerie. *“The event exceeded our expectations with very strong attendance,*

and we saw a true partnership with Craig Robins and his team at the Miami Design District. We are very excited for the future.”

“The Miami Design District is a neighborhood that fosters creativity and offers one-of-a-kind experiences, so it was only natural to create an occasion for top collectors and enthusiasts to view extraordinary timepieces and fine jewelry, as well enjoy the Miami Design District Concours’ presentation of the world’s most rare exotic and collectible automobiles,” stated Craig Robins, CEO & President of Dacra. *“We are so pleased to collaborate with our partner Fondation Haute Horlogerie to create Watches & Wonders Miami, this new annual destination weekend in Miami.”*

Watches & Wonders Miami also coincided with the annual **Miami Yacht Show**. Held along Collins Avenue, the show was a destination for both local residents and visitors to Miami and featured the world’s most extraordinary yachts from top custom boat builders and brokers, rounding out a weekend of ultimate luxury.

#watchesandwonders
#atMDD

The 21 Maisons participated in Watches & Wonders Miami were:

Boutiques

A. Lange & Söhne
Audemars Piguet
BVLGARI
Cartier
Hermès
Hublot
IWC Schaffhausen
Jaeger-LeCoultre

Louis Vuitton
Panerai
Parmigiani Fleurier
Piaget
Tag Heuer
Vacheron Constantin
Van Cleef & Arpels

Pop-Up Boutiques

Armin Strom
F.P. Journe
Kari Voutilainen

Ralph Lauren
RJ-Romain Jerome
Romain Gauthier

Fondation Haute Horlogerie

The Fondation Haute Horlogerie (FHH) was established in 2005 by Audemars Piguet, Girard-Perregaux and the Richemont Group. Headquartered, in Geneva, Switzerland, the FHH strives to promote awareness, understanding and interest in Fine Watchmaking around the world through education, training and specialized events. The FHH works in conjunction with 41 partner brands that provide financial support and assistance with project implementation.

Miami Design District Associates

The Miami Design District is a neighborhood dedicated to innovative fashion, design, architecture and dining experiences. The Miami Design District is owned by Miami Design

District Associates, a partnership between Dacra, founded and owned by visionary entrepreneur Craig Robins, and L Real Estate Catterton, a global real estate development and investment fund, specializing in creating luxury shopping destinations. Together Dacra and L Real Estate Catterton have actively transformed the once-overlooked area of Miami into a vibrant destination for residents and visitors by presenting the best shopping, cultural and culinary experiences within an architecturally significant context. The vision for a rejuvenated Design District — responsive to its historic, urban and tropical context — was codified in an urban master plan developed by the award-winning master planners Duany Plater-Zyberk, with the additional participation of architects including Walter Chatham, Hariri and Hariri, Juan Lezcano, Terence Riley, and Alison Spear. The Miami Design District embodies a singular dedication to the unity of design, fashion, art and architecture, and a commitment to encourage a neighborhood comprised of creative experiences.

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