

EMBARGO UNTIL TUESDAY, NOVEMBER 21ST, 10:00AM ET

**WATCHES & WONDERS MIAMI DEBUTS IN
THE MIAMI DESIGN DISTRICT THIS FEBRUARY**

**The Four-Day Luxury Weekend Will Feature The Newest Watches And Jewelry From
21 Leading Maisons, A Collection Of 100 Rare Vintage And Sports/Exotic Cars,
Along With The Celebrated Miami Yacht Show**

Miami, November 21, 2017 – The **Miami Design District Associates** (MDDA) in partnership with the **Fondation Haute Horlogerie** (FHH), announced today the debut of **Watches & Wonders Miami** (WWM). The first of its kind event in Miami will take place February 16-19, 2018 and bring together 21 of the world’s leading luxury timepiece manufacturers, including: A. Lange & Sohne, Audemars Piguet, Bulgari, Cartier, Hermès, Hublot, IWC, Jaeger-LeCoultre, Louis Vuitton, Panerai, Piaget, Tag Heuer, Vacheron Constantin and Van Cleef & Arpels among others. The watchmakers will each unveil their newest creations for the first time in the United States during WWM. This unprecedented advance preview of what’s to come in the world of *high horology*, coincides with the **Miami Design District Concours**—an exceptional showing of more than 100 of the most significant post-war vintage, sports/exotic cars and supercars, including iconic examples from Ferrari, Lamborghini, Porsche, Aston Martin, Bentley and Rolls Royce. The **30th annual Miami Yacht Show**, featuring the world’s most extraordinary and uniquely designed yachts from top custom boat builders and brokers, takes place nearby on Collins Avenue, rounding out a weekend of ultimate luxury for guests.

“The Miami Design District is recognized around the world as a destination for art, culture and luxury. Thus, it is the perfect partner to help us create a truly world class watch and

jewelry experience where we can not only give enthusiasts a 'first look' at the newest products, but also offer them dynamic exhibitions and learning opportunities, as well as interaction with the industry's leading authorities," states Fabienne Lupo, Chairwoman and Managing Director of the FHH.

"Watches & Wonders Miami will be an extraordinary event bringing together the very best brands dedicated to luxury timepieces and jewelry. The creativity and debut of new styles will make this a must-attend event for collectors and enthusiasts alike. It's also the first time many of these brands will be debuting new styles in the U.S. so this is a big moment," said Craig Robins, CEO of Dacra Development and developer of the Miami Design District. "We are thrilled to host this event in the Miami Design District and to play a role in making this U.S. debut a reality."

Watches & Wonders Miami will kick-off President's Day weekend with a full Friday evening program in Paradise Plaza. The evening will feature the Miami Design District Performance Series presented by Knight-Foundation and produced by Emilio Estefan, followed by an exclusive gala cocktail celebration in the Palm Court. Throughout the weekend, guests will have access to 'Telling Time,' a special exhibition comprised of nine films, creative installations and dramatic performance works by international contemporary artists. WWM will also feature immersive virtual reality experiences, each designed to bring the world of fine watchmaking to a new dimension. As part of WWM, the FHH is developing a robust conference line-up and educational workshops that will be accessible to anyone from amateurs to connoisseurs and collectors. In addition, HODINKEE, the industry's preeminent resource for watch enthusiasts, will be on site providing coverage of WWM, as well as hosting a get-together. Children's programs will also be offered on Sunday, making WWM the ideal destination for families over the holiday weekend.

Visit the Watches & Wonders Miami website for further details and to register for event news and updates:

<https://www.miamidesigndistrict.net/watchesandwonders>

#watchesandwonders

#atMDD

The 21 Maisons participating in Watches & Wonders Miami are:

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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