



**WATCHES & WONDERS MIAMI FURTHER EXPANDS FOR 2019
WITH MORE WATCH EXHIBITORS, CONFERENCES AND PRODUCT DEBUTS**

[Geneva, January 8, 2019] – The second edition of Watches & Wonders Miami, created by the **Fondation Haute Horlogerie (FHH)** in partnership with the **Miami Design District Associates (MDDA)**, is expected to be bigger and better, as new maisons continue to confirm their participation for the 2019 event. There are 12 new comers this year including De Bethune, Dior, Girard-Perregaux, H. Moser & Cie., HYT, OMEGA, Roger Dubuis, Speake-Marin, Tiffany & Co., Ulysse Nardin, Zenith, and Turkish jeweler, Sevan Biçakçı, who recently launched a new luxury timepiece collection. In addition, brands including A. Lange & Söhne, Audemars Piguet, Bvlgari, Cartier, F.P. Journe, Hublot, IWC, Jaeger-LeCoultre, Kari Voutilainen, Louis Vuitton, Panerai, Piaget, Romain Gauthier, RJ, Tag Heuer, Vacheron Constantin and Van Cleef & Arpels will be returning exhibitors, bringing the total number of exhibiting maisons to 29. The event will take place over Presidents' Day weekend from February 15th through February 17th.

With its direct access to watch enthusiasts, connoisseurs and collectors, exhibiting maisons are using Watches & Wonders Miami as an ideal platform to showcase their newest collections, as well as launch new products and concepts. Piaget will be displaying its record-breaking Altiplano Concept timepiece, the thinnest in the world. Dior will unveil a new personalization service for its Dior Grand Bal watch, allowing customers to design their own made-to-measure timepiece. Hublot will have artwork on display throughout the weekend from renowned artist, Michael Moebius. Jaeger-LeCoultre will showcase the maison's know-how by featuring various craft stations in their boutique for guests to experience. Patrick Pruniaux, CEO of Ulysse Nardin and Girard-Perregaux, is expected to attend Watches & Wonders Miami and host the global launch of a new watch from Ulysse Nardin, the X Collection, designed to appeal to a younger clientele.

In addition to new exhibitors and new product debuts, the FHH is also expanding conference and workshop offerings for 2019. A total of five panel discussions will be held over the course of the weekend and include topics such as '*Can Women Save the Watch World?*,' '*What's the Point of Watch Creation?*,' and '*Getting Your Super Collector All-Access Pass.*' Expert panelists will include collectors, executives from premier luxury brands and auction houses, major retailers and top journalists. There will be three workshops offered a day where attendees will have the hands-on opportunity to assemble and disassemble watch movements.

"We are continuously looking at ways to expand and evolve our signature events around the world, always with a focus on building understanding, awareness and interest in fine watchmaking," says Fabienne Lupo, Chairwoman and Managing Director of the Fondation Haute Horlogerie. "Watches and Wonders Miami has quickly become a must attend, and the premier event for maisons to connect directly with the end consumer."

"Watches & Wonders Miami unites the top luxury timepiece and jewelry brands for a spectacular weekend program and we are thrilled to host once again in the heart of the Miami Design District. Watch aficionados will be able to view magnificent timepieces, many of which are being debuted in the US for the first time. Likewise, car enthusiasts attending from all parts of the world will not be disappointed with the unparalleled selection of exceptional cars at the Miami Concours," said Craig Robins, CEO of Dacra Development and developer of the Miami Design District. "As this event really creates and brings one of a kind experiences to the neighborhood, we highly anticipate all the immersive experiences that will unfold from the robust lineup of activities in store."

Watches & Wonders Miami is also partnering with the 31st annual Miami Yacht Show that will relocate to a new, more expansive location at One Herald Plaza. The 2019 show will feature a 60-acre display, including a massive 67,000sqf. Exhibition space and nearly 500 yachts from the world's foremost manufacturers and brokers. For automobile enthusiasts, the Miami Concours will take place the Saturday and Sunday of Presidents' Day weekend in the Miami Design District and feature an exclusive presentation of incredibly rare vintage, sports and exotic cars from some of America's most respected collectors. Watches & Wonders Miami will be the ultimate weekend of luxury with watches, jewelry, exotic cars, and super yachts.

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

www.watchesandwonders.com

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#atMDD

The 29 maisons participating in Watches and Wonders Miami are:

Boutiques

A. Lange & Söhne

Bvlgari

Cartier

*Dior

Hublot

IWC

Jaeger-LeCoultre

Louis Vuitton

*OMEGA

Panerai

Piaget

*Sevan Biçakçı

Tag Heuer

*Tiffany & Co.

Vacheron Constantin

Van Cleef & Arpels

Grand Pop-Up Boutiques

Audemars Piguet

*Girard-Perregaux

RJ

*Roger Dubuis

*Ulysse Nardin

*Zenith

Pop-Up Boutiques

*De Bethune

F.P. Journe

*H. Moser & Cie.

*HYT

Kari Voutilainen

Romain Gauthier

*Speake-Marin

* Indicates a new participating brand

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 44 partner brands that provide financial support and assistance with project implementation.

Miami Design District Associates

The Miami Design District is a one-of-a-kind neighborhood that combines luxury shopping, galleries, museums, design stores, restaurants and major art and design installations all within an architecturally significant context. In 2018, the Miami Design District is expanding dramatically, with new restaurants and luxury boutiques opening in the distinctive, walkable neighborhood that welcomes and encourages innovation. The Miami Design District is owned and operated by Miami Design District Associates, a partnership between Dacra, founded and owned by visionary entrepreneur Craig Robins, and L Catterton Real Estate, a global real estate development and investment fund, specializing in creating luxury shopping destinations.

For media inquiries, please contact:

Battalion

Jim Kloiber - +1 212 488 1085 / jkloiber@battalionpr.com

Laura Lapitino - +1 212 488 1087 / llapitino@battalionpr.com