



**August 29 – September 2, 2024**

**FIFTH EDITION OF THE GENEVA WATCH DAYS  
HERE WE GO AGAIN!**

**Geneva, April 2nd, 2024 – The unmissable horological gathering of the summer will take place from August 29 to September 2, 2024, in Geneva, with the same casual vibe but with new arrivals. As of today, Beauregard, Cvstos, Daniel Roth, Edox, Favre Leuba, Fortis, Genus, Lederer, L’Epée, Micromilspec, Ming, and Speake-Marin will join the event for the first time. In addition Breguet, Blancpain, and Glashütte Original are supporting the joint efforts to make the *belle horlogerie* shine, with special animations in their boutiques. Together with the 36 returning brands, the total number of participating *Maisons* hits 51. Born out of a temporary need to come together during the pandemic, the Geneva Watch Days has become an institution!**

Launched in 2020 by six Founding Members—Breitling, Bulgari, De Bethune, Girard-Perregaux, H. Moser & Cie. and MB&F—the decentralized event has grown to become a cornerstone for the watchmaking community. The concept? A common pavilion to showcase the brands’ timepieces to the public, discuss current topics, and celebrate high horology, as well as decentralized locations—boutiques or hotels—for each *Maison* to welcome watch enthusiasts. The philosophy? A relaxed and festive atmosphere, a simple yet efficient organization, all with the Jet d’Eau in sight, in the late summer heat.

*“The increasing success of the Geneva Watch Days must be attributed to the participating brands, as well as the constant support from our partners, especially the State and the City of Geneva. The 2024 edition looks very promising,” stated Antoine Pin, President of the Geneva Watch Days Association and Director of Bulgari Watches.*

The last edition attracted over 8,000 visitors, 600 media representatives, and 300 retailers from all over the world, all of whom left feeling amazed and delighted. The 2024 dates will include a full weekend with a special program for the public. For this reason, the next gathering is likely to set new records. Furthermore, a teaser event will take place on **June 4** in Zurich to provide a sneak peek of the upcoming celebrations. During this **“Geneva Watch**

**Days, 24 hours in Zurich”** event, the final list of participants will be unveiled. Media representatives and watch enthusiasts will have the chance to interact with representatives from both established and new brands, conduct interviews with CEOs, and experience the warm and energetic atmosphere that sets the tone for the event.

CHF 110,000 was raised thanks to a charity auction organized jointly by Geneva Watch Days and Phillips in collaboration with Bacs & Russo on August 30, 2023. This was used to set up the “Pierre Amstutz Fund” in memory of the former Director of the Geneva Watchmaking School – a non-profit organization aimed at supporting students in need, enabling them to complete their training in better conditions. It is a mark of the watchmaking sector’s solidarity and determination to protect its expertise. The path is now open for a new auction in 2024.

Geneva Watch Days 2024: Let’s go, faster, higher, and stronger than ever!

#### **ABOUT THE GENEVA WATCH DAYS**

*The Geneva Watch Days is a watchmaking gathering founded in 2020 by six prestigious watch brands: Breitling, Bulgari, De Bethune, Girard-Perregaux, H. Moser & Cie. and MB&F. The event is based on a modern and unconventional philosophy that emphasizes straightforward cooperation. It is a self-managed organization that is light, flexible, and agile, providing a common space to showcase the latest developments in watchmaking, while giving participating brands the opportunity to host decentralized activities. Held in partnership with the State and the City of Geneva, and with the support of the Geneva Chamber of Commerce, Industry and Services (CCIG), the gathering is completely open to the public while catering to industry professionals including retailers and media. The Fondation de la Haute Horlogerie (FHH), the Grand Prix d’Horlogerie de Genève (GPHG), and Geneva Tourism endorse the project, with GMT as its longstanding media partner.*

**2024 brands so far: Alpina, Angelus, Armin Strom, Arnold & Son, Bausele, Beauregard, Bianchet, Blancpain, Breguet, Breitling, Bulgari, Byrne, Konstantin Chaykin, Claude Meylan, Corum, Cvstos, Czapek & Cie, Daniel Roth, De Bethune, Doxa, Edox, Favre-Leuba, Fortis, Frédérique Constant Group, Genus, Girard-Perregaux, Glashütte Original, Greubel Forsey, Hautlence, HYT, Jacob & Co, Krayon, Laurent Ferrier, Lederer, L’Epée, Louis Erard, Massena LAB, Maurice Lacroix, MB&F, Micromilspec, Ming, H. Moser & Cie., Oris, Perrelet, Phillips in association with Bacs & Russo, Raketa, Reservoir, Ressence, Singer, Speake-Marin, Trilobe.**

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