



## **After a Memorable Opening in Zurich, Geneva Watch Days Gear Up for the Grand End-of-Summer Event. A Festival of Activities Awaits!**

Geneva, June 27, 2024 – **With strengthened partnerships, ever-renewing energy, and an increasing number of brands (53), the program for this fifth edition promises unique delights. All enthusiasts of fine watchmaking will share unforgettable moments around their shared passion.**

From the opening day and throughout the five-day event, the public will enjoy free guided tours departing from the central Pavilion. These tours will be led by experts certified by the Fondation de la Haute Horlogerie (FHH), ensuring excellent quality visits of the exhibition: There are more than 100 exceptional timepieces waiting to be discovered. The tours will extend into the showrooms of several brands and conclude at the FHH headquarters, Pont de la Machine, with a visit to the “Watches and Talents” exhibition. What crucial role does the human dimension play in watchmaking? This is the question the exhibition addresses. This theme will also be the subject of conferences, with dates and locations to be announced soon on our website.

This visit was made possible by the increased support of the FHH, which has now become an essential partner of the Geneva Watch Days (GWD).

Thanks to this strengthened collaboration, “Watch Reviews”, presenting the latest offerings from brands, will be held on August 30 and September 1, along with “coffee breaks” for watch enthusiasts to share their passion and network. On August 31, a “Brunch by FHH” will allow everyone to test their watchmaking knowledge.

Furthermore, six symposiums moderated by Revolution magazine will tackle current burning questions. How is the watchmaking industry facing sustainability challenges? Have major players in the pre-owned market become influencers? Who are the influential women in the industry? Does the Grand Prix d’Horlogerie de Genève hold sway? What are the safe bets for investments? Lastly, which emerging brands are making waves in 2024?

*“This edition will feature an exceptionally rich program aimed at the public. Today, Geneva Watch Days is not merely a watchmaking event; it has evolved into a festival! We don’t celebrate exclusivity, but welcome all watch enthusiasts”,* said Antoine Pin, Director of Bulgari Watches and President of Geneva Watch Days.

For the second year in a row, a charitable auction will take place on Sunday, September 1, hosted jointly by Geneva Watch Days and Phillips in association with Bacs & Russo. Conducted by Aurel Bacs, it won’t be watches that are auctioned off, but unique objects or experiences. The proceeds will go to the Pierre Amstutz Fund, honoring the former Director of the Ecole d’Horlogerie de Genève. This nonprofit aims to support apprentices facing precarious situations, enabling them to complete their studies successfully. This initiative underscores the watchmaking industry’s solidarity and commitment to preserving skills and nurturing talent.

To accommodate all these new activities, Geneva Watch Days have dedicated a wing of the Pavilion to their cultural partners: FHH, of course, but also the Ecole d’Horlogerie de Genève, Horopedia, and The Watch Library. It’s called the “Culture Club”. Additionally, a new space will be unveiled this year, the “Glass Box”, just a few steps away from the main Pavilion. This is where symposiums and “Watch Reviews” will take place, for the delight of an audience captivated by watchmaking.

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

*The Geneva Watch Days is a watchmaking gathering founded in 2020 by six prestigious watch brands: Breitling, Bvlgari, 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 flexible, agile, and powerful, 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 Canton and 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 Magazine as its longstanding media partner.*

**2024 brands: Alpina, Alto, Angelus, Armin Strom, Arnold & Son, Bausele, Beauregard, Behrens, Bianchet, Blancpain, Breguet, Breitling, Bvlgari, 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, Ressence, Singer, Speake-Marin, Trilobe, Tutima Glashütte.**

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