



**Going once, going twice, sold!**  
**Don't miss the charity auction**  
**of the Geneva Watch Days.**

Geneva, 13 August 2024 - **For the second consecutive year, a charity auction will be held on Sunday, 1 September, jointly organised by Geneva Watch Days and Phillips in Association with Bacs & Russo. The event will take place in the main pavilion at the Rotonde du Mont-Blanc and will begin at 5.00 pm.**

Under the hammer of Aurel Bacs, however, no watches will be auctioned off, but rather unique objects or experiences donated either by the brands or the various partners of Geneva Watch Days. Whether it's a ball and jersey signed by a famous NBA player, a unique hand-carved and hand-polished pendant, miniature F1 helmets, a limited edition Fender Stratocaster guitar or VIP tickets for a French football championship match, the bids will be high and will also heat up the tempers in the pavilion.

The profits generated will go to the Pierre Amstutz Fund, which commemorates the former director of the Geneva School of Watchmaking. This non-profit organisation aims to support apprentices in precarious situations at the school so that they can complete their training under good conditions. The fund also promotes the professions of micromechanics and watchmaking, helps to strengthen cohesion between the apprentices and the school's teaching staff, and builds relationships between alumni and apprentices during their professional training. The watch industry is thus demonstrating its solidarity and readiness to take action to preserve talent and expertise.

"The labour market in our industry is tight today: Finding a good watchmaker is sometimes a challenge. We felt it was important to make a concrete effort to ensure that this profession continues to exist and is enriched," explained Antoine Pin, President of the Geneva Watch Days Association.

"Phillips, in Association with Bacs & Russo, is delighted and honoured to organise this auction on a voluntary basis for the second year in a row. This joint initiative illustrates the dedication of the watch community to the art of watchmaking. We look forward to joining the generosity of the participating brands and Geneva Watch Days partners in supporting the Geneva Watchmaking School. Aspiring watchmakers can thus embark on their first journey to excellence," added Aurel Bacs, auctioneer of the event.

In 2023, CHF 110,000 was raised and fully paid into the fund. The ambition this year is of course to surpass this! To join the collective effort, all you have to do is register.

## **ABOUT THE GENEVA WATCH DAYS**

Geneva Watch Days is an event founded in 2020 by six illustrious brands: Breitling, Bvlgari, De Bethune, Girard-Perregaux, H. Moser & Cie, MB&F. The event is part of a modern and original philosophy based on a spirit of collaboration without complexity. It is a self-managed, flexible and influential organisation that offers brands a shared space in which to exhibit their novelties and iconic watches, while giving them the freedom to present themselves in decentralised locations. The event is organised under the patronage of the State and City of Geneva and with the support of the Geneva Chamber of Commerce, Industry and Services (CCIG). It is aimed at both industry professionals - media and retailers - and the general public. The Fondation de la Haute Horlogerie (FHH), the Grand Prix d'Horlogerie de Genève (GPHG) and Genève Tourisme are supporting the project, while GMT is the historical media partner.

The following brands will take part in the 2024 edition: **Alpina, Alto, Angelus, Armin Strom, Arnold & Son, Bausele, Beauregard, Behrens, Bianchet, Blancpain, Breguet, Breitling, Bvlgari, 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'Épée, Louis Erard, Massena Lab, Maurice Lacroix, MB&F, Micromilspec, Ming, H. Moser & Co, Oris, Perrelet, Phillips in Association with Bacs & Russo, Raketa, Ressence, Singer, Speake Marin, Trilobe, Tutima Glashütte.**

Press relations: Françoise Bezzola [francoise@gva-watch-days.net](mailto:francoise@gva-watch-days.net)

Management: Catherine Eberlé-Devaux [catherine.eberle-devaux@bulgari.com](mailto:catherine.eberle-devaux@bulgari.com)