



## Geneva Watch Days 2025: All you need to know

*Geneva, November 14, 2024* – At the official handover ceremony for proceeds from the charity auction hosted by Geneva Watch Days (GWD) and Phillips in Association with Bacs & Russo, benefiting the Pierre Amstutz Fund, Jean-Christophe Babin, President of GWD, announced the dates for the next edition. From September 4 to 7, 2025, prominent players in the watch industry and lovers of fine timepieces will convene by Geneva's iconic Jet d'Eau to share their passion.

**E la nave va!**



Jean-Christophe Babin presented a check for CHF 108,000 to Stéphane Cruchaud, Dean of the Geneva School of Watchmaking, to support students of the school facing financial hardship. The Bulgari Group CEO and President of the Geneva Watch Days also took the opportunity to share some insights about the 2025 show.

First and foremost, he confirmed that the event is now here to stay, gaining institutional recognition while preserving the relaxed, open, and inclusive spirit that has become its hallmark. Inclusive, catalytic, and decentralized, it represents the joint vision of participating brands, who make decisions collectively through an elected committee.

Additionally, a new “Access” contributor category, the **Incubator**, will debut in 2025. This initiative aims to bring together under one umbrella smaller, independent, brands—highly creative, dynamic, and innovative, but often with limited budgets. This addition will further expand GWD's mission. After establishing the Pierre Amstutz Fund to help preserve watchmaking expertise, the next step is to support emerging but audacious brands by providing them with a very affordable entry price.

For the future of watchmaking, it is essential to sustain what binds us all: counting time, with the utmost know-how. Let's be disruptive, let's be totally inclusive!

"As a representative of the founding members from 2020 and everyone who has contributed to GWD's continued success since then, I am proud to expand the event's perspectives" said Jean-Christophe Babin. "The GWD has now secured its place on the agenda of collectors worldwide. And that's our goal: to bring together media, retailers, and, most importantly, those who matter most—our clients. To offer them the best experience, we're opening our doors to all brands that demonstrate innovation, courage, and resilience."

Applications are open, until March 31<sup>st</sup>, 2025 !

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#### **ABOUT 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 cooperation without complexity. It is a self-managed, flexible and impactful organization that offers brands a common space to exhibit their new products and iconic watches, while leaving them the freedom to express themselves in decentralized venues. The event is held under the aegis of the State and City of Geneva, with the support of the Geneva Chamber of Commerce, Industry and Services (CCIG), and is aimed at industry professionals - media and retailers - as well as the public. The Fondation de la Haute Horlogerie (FHH), the Geneva Watchmaking Grand Prix (GPHG) and Geneva Tourism are supporting the project, while GMT is the historic media partner.*

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