

Press Release

Geneva, April 9, 2026

Watchmaking as you've never seen it before!

Watches and Wonders Geneva 2026 opens its doors in five days with 65 exhibiting brands, and is shaping up to be the largest watchmaking gathering ever organised in Geneva. The event reaffirms more than ever the city's status as the capital of time and offers a completely new experience, from the salon right into the heart of the city.

A major event for the industry and for Geneva

With nearly 60,000 visitors expected, 1,700 journalists, more than 6,000 retailers and some 50,000 overnight stays already reserved, the first indicators of the 2026 edition are promising. Watches and Wonders Geneva now stands as the emblem of an entire watchmaking ecosystem. The industry's key players will gather from next Tuesday in Geneva for the largest watchmaking event in the world: new releases, previews, records and exceptional pieces, launches and innovations will set the pace of this true forum.

This edition also marks the continuation of an exceptional dynamic: the number of exhibitors has almost doubled in less than five years. Nearly 7,000 people mobilised, many months of preparation and the creation of a veritable "city within the city" reflect the logistical and economic scale of the project. This ephemeral ecosystem generates a considerable impact for Geneva, its local stakeholders and its appeal as a leading destination. It also serves as a reminder that watchmaking is the canton's leading export pillar.

Innovation, emotion and experience at the heart of a renewed immersive journey

A true accelerator of creativity, the salon becomes a living space, in constant motion, designed for all audiences. The ambition remains the same as ever: to offer unparalleled quality of hospitality and service, to spark emotion and wonder, and to make this event an

unforgettable moment. Each day brings its share of surprises: exclusive pieces, exchanges with artisans, demonstrations of craftsmanship, children's workshops, all designed to inspire new vocations and pass on the precious heritage of watchmaking savoir-faire.

For Matthieu Humair, CEO of the Watches and Wonders Geneva Foundation, "Watches and Wonders Geneva is a place that brings people together, inspires and guides the industry. Together, we are building the watchmaking of tomorrow."

Younger generations are showing up

After the professionals, the salon opens its doors to the public for three days of exploration. The previous edition confirmed the unshakeable enthusiasm of younger generations, with a quarter of tickets sold to those under 25. This year again, the event is open to all: alone, with family, in a group, with or without a guide. "We want to continue shaping time and passing on the art of watchmaking with meaning and passion to future generations," continues Matthieu Humair.

A single event, from the salon to the city centre

Throughout the week, Geneva transforms into an open-air watchmaking stage. The free cultural programme is strengthened thanks to an exceptional collaboration with the Montreux Jazz Club, adding an unprecedented artistic and emotional dimension. Shops, cultural institutions, watch boutiques and local partners are joining forces to offer exhibitions, talks, activities and immersive experiences.

Program highlights

Eleven new brands, redesigned booths and a reimagined journey give the salon a fresh energy. Families will love it: a new dedicated Tic-Tac area, children's workshops, playful activities and a treasure hunt through the salon halls. At the LAB, innovation accelerates with fourteen projects led by start-ups and other visionary actors. And that's not all. The *Wake Up!* exhibition takes visitors on a fascinating journey into the world of the alarm clock, while ECAL surprises with two creative installations. In the city, the atmosphere steps up a gear: a newly installed Montreux Jazz Club, free concerts, a Watchmaking Village transformed into a creative playground... An explosive, vibrant edition not to be missed!

Full program and tickets available on the official website watchesandwonders.com.

EXHIBITING BRANDS

A. LANGE & SÖHNE | ALPINA | ANGELUS | ARMIN STROM | ARNOLD & SON | ARTYA GENEVE | AUDEMARS PIGUET | BAUME & MERCIER | BEHRENS | BIANCHET | BREMONT | B.R.M CHRONOGRAPHES | BVLGARI | CARTIER | CHANEL | CHARLES GIRARDIER | CHARRIOL | CHOPARD | CHRISTIAAN VAN DER KLAUW | CHRONOSWISS | CORUM | CREDOR | CYRUS GENÈVE | CZAPEK & CIE | EBERHARD & CO. | FAVRE LEUBA | FERDINAND BERTHOUD | FREDERIQUE CONSTANT | GENUS | GERALD CHARLES | GRAND SEIKO | GRÖNEFELD | HAUTLENCE | HERMÈS | H. MOSER & CIE. | HUBLOT | IWC SCHAFFHAUSEN | JAEGER-LECOULTRE | KROSS STUDIO | LAURENT FERRIER | L'EPEE 1839 | LOUIS MOINET | MARCH LA.B | NOMOS GLASHÜTTE | NORQAIN | ORIS | PANERAI | PARMIGIANI FLEURIER | PATEK PHILIPPE | PEQUIGNET | PIAGET | RAYMOND WEIL | RESSENCE | ROGER DUBUIS | ROLEX | RUDIS SYLVA | SINN SPEZIALUHREN | TAG HEUER | TRILOBE | TUDOR | U-BOAT | ULYSSE NARDIN | VACHERON CONSTANTIN | VAN CLEEF & ARPELS | ZENITH |

ABOUT WATCHES AND WONDERS GENEVA FOUNDATION

Created in September 2022 on the initiative of Rolex, Richemont and Patek Philippe, *Watches and Wonders Geneva Foundation* (WWGF) is a non-profit foundation based in Geneva. Chanel, Hermès and LVMH are also members of the WWGF Board. The Foundation's mission is to promote watchmaking throughout the world by organizing Watches and Wonders Geneva.

More info at watchesandwonders.com

Download the press release, photos and videos at mediacenter.watchesandwonders.com

Press Contact: press@watchesandwonders.com

Social media: [#watchesandwonders2026](https://twitter.com/watchesandwonders2026)