



WATCHES
AND WONDERS
GENEVA

PRESS RELEASE
Geneva, 28 March 2022

Curtain call in two days!

Watches and Wonders Geneva will open its doors this Wednesday, 30 March at 8.30 am, for what promises to be the largest watchmaking summit ever held in Geneva! While retailers, journalists and guests are on their way, the teams of the 38 exhibitors are fine-tuning the last details.

As the agendas of the press, retailers and guests of the Salon are set - with appointments duly registered on each profile via the watchesandwonders.com platform, Geneva is preparing to become the epicenter of watchmaking for a week. *"We are extremely happy to have succeeded in setting up this major fine watchmaking event in a difficult health and human context. After two years of pandemic and 100% digital editions, it was important to be able to gather again the main actors of our industry. For the first in-person event under its new name, Watches and Wonders Geneva inaugurates the largest watchmaking salon ever organized in Geneva. We should see it as a symbol of a new era, inviting us to look serenely to the future. I would like to associate and thank all the people, actors, partners and participants for their work and their unfailing commitment to ensure that the salon takes place in the best possible conditions."* emphasizes Emmanuel Perrin, President of the Fondation de la Haute Horlogerie.

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With a program that has been entirely redesigned to offer the guests of this edition a unique and unforgettable experience, Watches and Wonders Geneva is preparing to unveil this new space, inviting more interaction and highlighting the products in the most beautiful of settings. The time has come for the finishing touches to be made, the watchmakers are starting their inspection tour, keeping an eye on the final preparations, impatient to reveal their latest products, previews and exceptional pieces. *“A major event for professionals in the sector, the long-awaited salon unites 38 exhibiting brands in Geneva for the first time physically under one roof. It is an important opportunity for us to get together each year and be heard, with one strong, collective voice. The aim of this international event is also to showcase the world's watchmaking capital. Whether historic Maisons, young brands or independent watchmakers, it is an honour to represent the Exhibitors here, and through them the industry in all its forms. So many faces with a single passion, so much know-how, inventiveness and optimism for future challenges that we will face together!”* said Jean-Frédéric Dufour, President of the Exhibiting Committee and Chief Executive Officer of Rolex SA.

To meet everyone's expectations and experience this hybrid event – both physical and digital - in the best possible conditions, the program offers rich and varied formats. The *Touch & Feel* sessions will encourage contact with the products, while studios and booths equipped with *Visiodome* will enable the *Maisons* to present their new timepieces and jewelry remotely. A vast digital system has been set up for those unable to travel to Geneva and the general public to follow all the activities of the *salon* on the watchesandwonders.com platform and its YouTube channel. Keynotes from the exhibiting *Maisons*, panel discussions, CEO speeches, expert opinions, and all the news from the *salon* will be covered in two daily programs, the Morning Show and the Late Show, broadcast live from the *salon* and available online and in replay.

Just a little more patience before you hear the music of the gates opening into the world of watchmaking and jewelry products, previews, exceptional pieces and other innovations concentrated in Geneva for a week. Curtain up on Wednesday at 8.30 am!

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EXHIBITING COMPANIES/MAISONS | A. LANGE & SÖHNE | BAUME & MERCIER |
CARTIER | CHANEL | CHOPARD | GRAND SEIKO | HERMÈS | HUBLOT |
IWC SCHAFFHAUSEN | JAEGER-LECOULTRE | MONTBLANC | ORIS |
PANERAI | PARMIGIANI FLEURIER | PATEK PHILIPPE | PIAGET |
ROGER DUBUIS | ROLEX | TAG HEUER | TUDOR | ULYSSE NARDIN |
VACHERON CONSTANTIN | VAN CLEEF & ARPELS | ZENITH

CARRÉ DES HORLOGERS | ANGELUS | ARMIN STROM | ARNOLD & SON |
CYRUS GENÈVE | CZAPEK & CIE | FERDINAND BERTHOUD | H. MOSER & CIE. |
LAURENT FERRIER | LOUIS MOINET | REBELLION TIMEPIECES | RESSENCE |
RUDIS SYLVA | SPEAKE-MARIN | TRILOBE

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