

Panerai returns to the Salone del Mobile.Milano as Official Time Keeper of the 64th Edition

Panerai, the historic luxury watch brand merging Swiss precision with Italian design, confirms for the fourth consecutive year its role as Official Time Keeper of the Salone del Mobile.Milano, sealing its partnership with the most prestigious international design event, now in its 64th edition.

From April 21 to 26, 2026, Panerai will reopen the doors of its pop-up store in the heart of Milan Rho Fiera, along the very central Corso Italia, offering both visitors and watch enthusiasts the opportunity to experience a new immersive journey into the Maison's universe.

In a temporary space of approximately 100 square meters, Panerai will unveil a curated selection of watches from its iconic collections – Luminor, Submersible and Radiomir, in addition to the Luminor 8 Giorni PAM01733, a new timepiece that, unveiled at Watches and Wonders Geneva 2026, will be early available and previewed to the Italian Market during the week of the Salone del Mobile.



The pop-up has been renovated to further enhance Panerai's intrinsic and unique identity, including the Maison's Italian origins, its legendary history, and its connection to the world of the sea, through a carefully curated selection of materials and decorative elements. Among these, the Panerai timeline stands out, tracing the most significant stages of the brand's history, accompanied by a rich display of evocative images. The narrative finally culminates with a video positioned at the center of the space, inviting viewers to discover the technical innovations and distinctive features of Panerai's latest releases.

The Italian bar, conceived as a convivial meeting space, offers customers not only an informal area for a break in perfect Italian style, but also an additional exhibition and sales area.

"We are pleased to renew our collaboration with Salone del Mobile.Milano, the most important event in the international design landscape. A consolidated bond, founded on common values and similar visions, driven by a passion for excellence, innovation, and functional design. This year, with the return of EuroCucina, we hope to welcome even more visitors, industry experts, and enthusiasts from all over the world to both our pop-up at the Fair and our Milanese flagship in Montenapoleone," states Alessandro Ficarelli, CMO of Panerai.

Throughout the entire week, a rich program of appointments and exclusive initiatives will animate the pop-up store in Rho Fiera, while in the city downtown, at number 19 of Via Montenapoleone, Casa Panerai will host a series of evening events marking the time of Fuorisalone 2026, while celebrating the Italian spirit and dynamic essence of the brand.



Panerai

Founded in Florence in **1860**, Panerai began as a workshop, shop, and subsequently school of watchmaking. This foundational expertise soon led to forging a pivotal partnership with the Royal Italian Navy, commencing in the **1910s**, with initial commissions to design precision instruments and leading in **1935** to the development of its first dive watch prototype, Ref. 2533, with a luminescent Radiomir dial. For many decades thereafter, Panerai maintained its role as a highly secretive supplier to Italian Navy commandos, manufacturing professional-grade tool watches and high-precision instruments built to withstand their challenging missions.

The defining technical features Panerai developed to meet the Italian Navy specifications—exceptional luminescence, superior water resistance, extended power reserve, and robust construction—remained a military secret **until 1993**. That year marked a key moment: the introduction of the first watches to the civilian public, including the first Luminor 44mm, whose now-iconic crown protecting bridge and bold design would soon achieve international recognition.

In 1997, Richemont acquired Panerai, leading to its debut at SIHH (Salon International de la Haute Horlogerie) in **1998**. This event propelled Panerai's rise as a prominent international brand within the watchmaking industry.

Today, Panerai honors its heritage by manufacturing its movements and watches at its Neuchâtel manufacture since **2002**, where cutting-edge technology and Swiss precision converge with Italian design. Panerai watches are available worldwide through a carefully selected network of distributors and boutiques.

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