Geneva Watch Days: several new Maisons

and a tent open to the public

on the Rotonde du Mont‐Blanc.

Geneva, from August 30th to September 3rd 2021

Several additional brands have joined Geneva Watch Days 2021, offering clients and media a wide and varied spectrum of watch creations, from all segments of the industry.

The event reflects the spirit of Geneva Watch Days: inclusive and unifying, agile and friendly, above and beyond turf wars. This format catalyzes the demand of the current market and the industry, combining face to‐face and digital in a spirit of conviviality and openness. It certainly augurs well for the future of watchmaking events.

Initial informal feedback is confirming an increased physical presence compared to last year, thanks to the positive impact of vaccination campaigns in Europe and North America. While each of the Maisons will present its new products to the press and customers in its own space – Boutique, Manufacture or Hotel – and by appointment only, this initiative will constitute one of the few major multi‐brand watch events of 2021.

A common area, larger than in 2020 and set up on the Rotonde du Mont‐Blanc, will be the rallying point open to the public: the participating brands will exhibit their creations there, while newcomer

Phillips in Association with Bacs & Russo, the leading auction house in the field of horology, will also present. In addition to an exhibition of the key pieces from its upcoming November sale in

Geneva, its experts will be available for estimates and valuations.

The show will be both face‐to‐face and digital to enable clients and media – who may still be facing public health‐related travel restrictions in certain countries – to discover the new products in real time by means of video‐conferencing technologies. This happening will therefore be international in scope.

In addition to the respective exhibitions during the day, Geneva Watch Days will also be celebrating this four‐day event in the evening, with several festive moments exclusively reserved for clients of the officially associated brands as well as media representatives, in strict compliance with the prevailing health precautions.

Geneva Watch Days 2021 is officially supported by the State and City of Geneva.

This initiative was launched by a pool of Founder Benefactor brands including Bvlgari, Breitling, De Bethune, Gerald Genta, Girard‐Perregaux, H. Moser & Cie, MB&F, Ulysse Nardin and Urwerk, who have formed a non‐profit Association, alongside Associate brands: Arnold & Son, Bianchet, Czapek, Doxa, Ferdinand Berthoud, Frederique Constant Group, Greubel Forsey, Konstantin Tchaykin, Louis Erard, Maurice Lacroix, Oris, Parmigiani Fleurier, Phillips in Association with Bacs & Russo, Raketa and Reuge.