



## Watchmaking at the heart of Geneva

***Geneva Watch Days, from August 30<sup>th</sup> to September 3<sup>rd</sup> 2021: 25 Maisons, an exhibition and a Pavilion open to the public on the Rotonde du Mont-Blanc.***

Watchmaking in the city: an aptly succinct definition of *Geneva Watch Days 2021*. For its second edition, this open and inclusive event will bring together 25 Maisons that will unveil their new products to the international media and retailers from August 30<sup>th</sup> to September 3<sup>rd</sup>.

The group of officially participating brands is highly representative of the watchmaking landscape, offering the possibility of discovering a wide and varied spectrum of creations across all segments of the industry. Nor have members of the public been neglected, since a 600sqm pavilion on the Rotonde du Mont-Blanc will be open during daytime hours for them to discover the new products from the participating Maisons in the 46 displays, as well as to attend various daily presentations given by the experts of Phillips in association with Bacs & Russo. These will cover the major themes affecting the watch industry and the challenges it is facing today: digitalisation, distribution, collection, etc. These same specialists will also be available to provide estimates of owned timepieces to visitors.

While the spirit of the event is to anchor watchmaking firmly in the heart of the City of Geneva by involving the public, clients and media will discover the brands' new products on the various sites that each will occupy in the city centre. Media and clients visiting the different brand areas will also be able to travel easily and in an environmentally friendly manner by using "taxi bikes".

As was the case last year, strict health and safety measures have been implemented. In addition to the usual requirements such as social distancing, disinfectant gel and masks, the *Geneva Watch Days* organisation has set up a permanent station for participants to take the Covid antigen and PCR tests at their own expense upon their arrival, should they be unable to present a Covid vaccination certificate or a negative test result. It will be located in a tent adjacent to the Pavilion on the Rotonde du Mont-Blanc.

And for those unable to make the trip, the brands will offer clients and customers a chance to discover their new products digitally in real time, thereby giving Geneva Watch Days a truly international dimension.

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

**To confirm your attendance :** [www.gva-watch-days.com](http://www.gva-watch-days.com)

This initiative was launched by a group of founding brands comprised of **Bulgari, Breitling, De Bethune, Gerald Genta, Girard-Perregaux, H. Moser & Cie., MB&F, Ulysse Nardin** and **Urwerk**, which have formed a non-profit Association, alongside Associate brands: **Arnold & Son, Blanchet, Charles Girardier, Czapek, Doxa, Ferdinand Berthoud, Frederique Constant Group, Greubel Forsey, Konstantin Chaykin, Louis Erard, Maurice Lacroix, Oris, Parmigiani Fleurier, Phillips in association with Bacs & Russo, Raketa** and **Reuge**.