



PRESS RELEASE

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WATCHES & WONDERS GENEVA A NEW FORMAT FOR SIHH

For its 30th edition in April 2020 in Geneva, Salon International de la Haute Horlogerie (SIHH) makes the biggest change in its history. With a new format, new name, new dates and new audiences, SIHH becomes Watches & Wonders Geneva: an unprecedented concept, now in association with the City and the Canton of Geneva.

Watches & Wonders: a name, a brand, a global concept

"Because it's about more than watches, we chose a name that conveys a sense of wonder, excellence, openness and discovery; a different way to experience watchmaking. Watches & Wonders becomes the focal point for the exceptional talent, creativity and infinite innovation of the world's leading watch and jewellery maisons," announced Fabienne Lupo, Chairwoman and Managing Director of the Fondation de la Haute Horlogerie.

Watches & Wonders is a global concept that celebrates fine watchmaking worldwide, with Geneva as its first destination.

From April 25th to 29th, 2020, Watches & Wonders Geneva will bring the entire international watch community together. This will also be the first time the event opens its doors **"In the City"**, by inviting a wider public to venues throughout Geneva.

"With its new name and format, Watches & Wonders Geneva strengthens its international and interprofessional vocation. This is essential for Cartier watchmaking with respect to its partners and its end customers," noted Cyrille Vigneron, CEO of Cartier International SA.



Watches & Wonders Geneva

Since 1991, Salon International de la Haute Horlogerie (SIHH) has set the standard for watch fairs, offering the world's leading retailers, journalists and VIP guests from around the world a level of service beyond compare. Already, recent editions have opened up to new audiences and created an authentic community of watch collectors and enthusiasts.

Watches & Wonders Geneva continues this transformation with its arrival in Geneva's city centre, where **"In the City"** will engage all types of visitor – not just professionals. For the public, and young people in particular, this will be a first-ever opportunity to discover and experience watchmaking differently.

"SIHH's transformation into Watches & Wonders cements a crucial rapprochement with end customers and watch connoisseurs. For an artisan brand such as MB&F, this broader concept gives us a platform for reaching new audiences. We are very proud to be part of this project which begins in Geneva and extends around the world," commented Maximilian Büsser, CEO of MB&F.

The **Salon**, hosting some thirty of the most prestigious watch and jewellery maisons, will take place at Palexpo. More outward-looking, more experiential, more interactive and more connected, it will deliver a wealth of original content and experiences. This is also where exhibitors will give exclusive previews of their new collections to professionals, journalists, VIP guests and other enthusiasts.

Building on the previous year's success, the **Lab** will showcase even more of the latest technological innovations from the exhibiting maisons, as well as from start-ups of interest to the industry.

The **Live** will offer world-first access to international product launches and exclusive announcements. Keynotes by influential speakers will complete the programme.

For the first time, Geneva itself will be part of the experience. **"In the City"** goes behind the scenes and showcases the fabulous expertise of the most prestigious names in watchmaking.

Exhibitions, walking tours, initiations to watchmaking and visits to manufactures, along with boutique presentations, museum open houses, conferences, conversations with industry players and more will make up a rich and varied programme that is open to everyone – a truly inclusive and immersive event which enjoys the support of the City and the Canton of Geneva.

"Hermès welcomes this ambition to open up the Salon. It gives a wider audience the opportunity to discover our exceptional watchmaking savoir-faire both in Geneva and internationally," declared Laurent Dordet, CEO of Hermès Watches.



WATCHES & WONDERS

For Patrick Pruniaux, CEO of Girard-Perregaux and Ulysse Nardin, In the City is "*a fabulous opportunity to connect the magic and excitement of a temporary event with the powerful, permanent presence of the brands in the world capital of watchmaking, Geneva. As is the case with Ulysse Nardin, and its new lake-front boutique. The prestige of Geneva is further enhanced by the constant innovation, in design and technique, of an industry whose products remain endlessly fascinating and highly desirable.*"

Already, Watches & Wonders is set to become the hallmark of excellence; a place for professionals to meet and be inspired, and for the public to learn more about, and marvel at, watchmaking and its countless wonders.

Watches & Wonders Geneva

25 – 29 April 2020 – Geneva - Switzerland

For more information please visit: www.watchesandwonders.com

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