



WATCHES  
AND WONDERS  
GENEVA

PRESS RELEASE  
Geneva, 18 November 2021

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## Geneva takes center stage for 7 days!

From 30 March to 5 April 2022, the city will be the epicenter of the watchmaking world for the first physical event of Watches and Wonders Geneva. The event, which will feel like a reunion, will have a skillfully constructed program to spotlight the exhibiting Maisons.

The 2022 Watches and Wonders Geneva is eagerly awaited since it marks the return to an in-person salon reuniting all the watch industry professionals, the world's media, retailers and guests of the exhibiting brands. After two years of entirely digital events, it was essential to return to the face-to-face format. Maintaining the event over these last two years has confirmed just how important a watch industry gathering can be in facilitating business and dialogue. Watches and Wonders Geneva 2022 will therefore have a hybrid format, with both a physical event, for those attending in Geneva, and a digital version, via the [watchesandwonders.com](https://watchesandwonders.com) platform. New product presentations, new launches, keynotes, panel discussions and talks can therefore be followed on site, but also remotely, via the online platform, either live or in replay.

For this first event at Palexpo under its new name, Watches and Wonders, the salon has attracted a high number of exhibitors. Indeed, almost forty watch and jewelry Maisons representing the main industry players will be present. Alongside the prestigious brands and leading Maisons, the Carré des Horlogers will play host to fifteen independent artisan-creators. Guests will have an opportunity to discover or rediscover each brand, by literally putting their finger on the exceptional pieces on show for the very first time. The exhibiting Maisons will be able to provide information, hear people's opinions and compare points of view. With the aim of encouraging and amplifying these reunions focused on sharing, Watches and Wonders Geneva has revamped its architecture with more open booths, for greater interaction.

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This meeting in Geneva will also let visitors enjoy a rich and exciting program that has been completely overhauled. Indeed, managing to keep a major watchmaking industry event going over these last two years, has enabled this event to evolve and adapt to bigger audiences and meet the challenges of tomorrow.

The week will include a number of highlights. Among these, the Auditorium, where the brands and especially their leaders, will have a special stage for their announcements and presentations. Conferences, panels and keynotes will also be livestreamed for the general public both on the [watchesandwonders.com](https://watchesandwonders.com) platform and on social media.

The Morning Show television program, another feature of the innovative and dynamic format, will stream the key news from a studio set up at the heart of the exhibition. Broadcast live each morning, it will give comments and analysis on the day's launches, while bringing a fresh perspective through interviews with business leaders and discussions hosted by industry experts.

Watches and Wonders Geneva, designed as a 'Fashion Week', where the world's industry professionals can meet to discover the latest products from exhibiting Maisons, sniff out new trends and meet the movers and shakers of today's watchmaking world, is now preparing to host the biggest watchmaking summit ever organized in Geneva.

**MAISONS EXPOSANTES** | 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

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

Learn more at [watchesandwonders.com](https://watchesandwonders.com)

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Password: WandW2021

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**Social media**

[#watchesandwonders2022](https://twitter.com/watchesandwonders2022)

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