



PRESS RELEASE

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WATCHES & WONDERS DEBUTS IN SANYA

The Watches & Wonders adventure continues in China! After Shanghai, Watches & Wonders will travel to Sanya for the first time. For over one month, from September 29th to October 31st, 2020, Swiss watchmaking will be the centre of attention as eleven of the foremost watch brands get together at the prestigious CDF Mall to show their latest collections. A programme of product presentations, workshops, talks and virtual reality experiences will enable visitors to garner more knowledge about watches and watchmaking.

Sanya, September 14th, 2020 – For one month from September 29th to October 31st, the beachside resort of Sanya, on Hainan Island, will play host to Watches & Wonders at CDF Mall: a chance to discover, just after Shanghai, the latest releases from the event's partner brands.

"We are honored by Watches & Wonders decision in selecting CDFG as their partner for the event, and also grateful for the tremendous support we have received from Hainan and Sanya authorities. CDFG (The China Duty Free Group) is a reference for luxury shopping and has always maintained a strong partnership with the Richemont Group. This exclusive collaboration further exemplifies a collective vision and strength shared by the parties. Watches & Wonders will unequivocally become a benchmark platform not only for the Duty Free channel in China, but also serve as a best practice for the Hainan Free Trade Port initiative in helping to promote and upgrade the local tourism sector " comments Mr. Chen (Charles) Guoqiang, President of China Tourism Group Duty Free Cooperation Limited.

"We are thrilled by this partnership with CDF Mall which will welcome Watches & Wonders for the first time in Sanya. It is a true privilege to exhibit inside this magnificent location, and to show a knowledgeable audience the exceptional timepieces and expertise of our prestigious Maisons" says Emmanuel Perrin, President of the Fondation de la Haute Horlogerie.

The eleven brands will present their latest creations in a dedicated space at the centre of CDF Mall. The first three days will be reserved for the media and VIP customers, before opening to a wider public of watch lovers and collectors. A varied programme will give visitors engaging opportunities to learn more about watchmaking, with full safety measures in place:

- An introduction to watchmaking in 90-minute workshops, where participants take apart then rebuild a mechanical movement.
- "World of Watches", an immersive augmented reality experience that explains the workings of a mechanical movement thanks to four interactive games.
- A series of talks on topics including 2020 Trends and New Models, Iconic Watches and their Story, the Different Families of Complications, Vintage Watches, and Auctions and Collector's Watches.



WATCHES & WONDERS

For everyone present, Watches & Wonders Sanya will be about taking visitors "behind the scenes" of watchmaking at its most innovative and creative moments. Wherever you are, in Sanya, China or elsewhere in the world, don't miss a minute by connecting to the watchesandwonders.com digital platform from September 29th.

WATCHES & WONDERS SANYA – EXHIBITING BRANDS

A. Lange & Söhne, Baume & Mercier, Cartier, IWC Schaffhausen, Jaeger-LeCoultre, Panerai, Piaget, Hermès, Montblanc, Roger Dubuis, Vacheron Constantin

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