



WATCHES  
AND WONDERS  
GENEVA

PRESS RELEASE

Geneva – November 17, 2020

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## Watches and Wonders Geneva 2021 A 100% digital Salon built on unity and openness

**In the light of uncertainty amid the current health crisis, the Watches and Wonders Geneva Exhibitor Committee has taken the decision not to hold the physical Salon, scheduled April 7 to 13, 2021. An all-digital edition will be proposed on the same dates at [watchesandwonders.com](https://watchesandwonders.com) with new services and features, where participating brands will be able to present their new watches for 2021 and interact directly with their audiences.**

In view of the ongoing COVID-19 pandemic, the Exhibitor Committee has decided to cancel the physical Salon that would have been held at Palexpo from April 7 to 13, 2021. The decision, taken in close consultation with the principal stakeholders, is seen as the most responsible course of action, given the current health crisis and uncertainties as to how the situation may evolve.

In order to ensure business continuity, the decision has also been taken to ramp up the fair's digital component and roll out an upgraded version of the [watchesandwonders.com](https://watchesandwonders.com) platform that was successfully introduced in April this year.

Designed to encourage communication and facilitate networking, this interactive experience will enable professionals – media, retailers and exhibiting brands' clients – to discover the new releases for 2021 and other watchmaking wonders. Additional services and features will be introduced, including live chats and streaming, so that the event can be enjoyed all over the world.

This all-digital event will demonstrate an open and cohesive mindset. All the brands taking part in Watches and Wonders Geneva will be present online in April 2021. Furthermore, the Exhibitor Committee wishes to invite other brands to join this digital edition – making it the number-one event for watchmaking in 2021 – where up to 50 of the industry’s representative names will present their latest creations, expertise and unique identity.

The 2022 physical Salon will welcome more major players, in line with modalities set out by the Exhibitor Committee upholding shared vision and values.

This 2022 edition will be the biggest watch event ever held in Geneva. In the meantime, the Exhibitor Committee looks forward to making a date for the digital edition of **Watches and Wonders Geneva, from April 7 to 13, 2021!**

## THE PARTICIPATING BRANDS

**EXHIBITING BRANDS** | A. LANGE & SÖHNE | ARMIN STROM

ARNOLD & SON | BAUME & MERCIER | BOVET | CARTIER | CHANEL

CHOPARD | FABERGÉ | FERDINAND BERTHOUD | GIRARD-PERREGAUX

GRÖNEFELD | H. MOSER & CIE. | HERMES | HYT | IWC SCHAFFHAUSEN

JAEGER-LECOULTRE | LAURENT FERRIER | MB&F | MONTBLANC | PANERAI

PARMIGIANI | PATEK PHILIPPE | PIAGET | PURNELL | REBELLION TIMEPIECES

RESSENCE | ROLEX | ROGER DUBUIS | RUDIS SYLVA | SPEAKE-MARIN

TUDOR | ULYSSE NARDIN | VACHERON CONSTANTIN

More information at [watchesandwonders.com](https://watchesandwonders.com)

Press release to download at [mediacenter.watchesandwonders.com](https://mediacenter.watchesandwonders.com)

Password: WWdigital2020

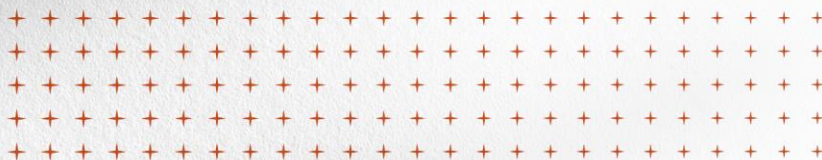
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Participating brands’ contacts available at [mediacenter.watchesandwonders.com/contacts](https://mediacenter.watchesandwonders.com/contacts)

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