



**WATCHES  
AND WONDERS  
SANYA**

**PRESS RELEASE**  
**Geneva, July 7, 2021**

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## **Watches and Wonders takes up residence in Sanya and strengthens its position in China**

**After Shanghai, it is destination Sanya, where Watches and Wonders will be setting up for a few months. For the second consecutive year, Sanya International Duty Free Shopping Complex will welcome this prestigious event from October 1st to December 31st, 2021. Three months during which the finest creations and expertise of the 13 watchmaking Maisons will be presented to a large public.**

The adventure continues for Watches and Wonders in China. Following the success of Watches and Wonders Sanya in 2020, the seaside resort located on the southern end of Hainan Island will welcome 13 exhibiting Maisons for this second edition, held from October 1st to December 31st, 2021. This gathering, which is undeniably becoming a must-attend rendezvous, will take place on the esplanade of the Sanya International Duty Free Shopping Complex, the world's largest duty-free shopping center ran by China Duty Free Group, a subsidiary company of China Tourism Group Duty Free Corporation Limited. The location and the layout of the pop-up pavilions of the participating brands have been redesigned to offer a complete and immersive experience to the visitors.

“We are very happy to hold this new edition of Watches and Wonders taking place in Sanya under the aegis of the Fondation de la Haute Horlogerie. I would like to thank the province of Hainan and the city of Sanya for their unfailing support for the China Duty Free Group. This new collaboration between the China Duty Free Group and Watches and Wonders bears witness to the vitality of the market in Hainan. This year,

to meet the specific requirements of VIP and specialist customers, extremely rare, exceptional products will be exhibited as well as a large number of mid-range products to offer visitors a visual impression of the depth and abundance of the offering, and the richest experience possible. The event enhances the opening of the China Duty Free Group and the Hainan free-port zone to the international market and opens up new outlooks for tax free retail with the principle of the “three synchronizations”. Finally, it helps to confirm Hainan’s reputation as an international tourism and shopping destination.” said **Mr. Charles Chen, President of the China Duty Free Group.**

“We are greatly honored to renew this initiative with the China Duty Free Group which enables us to showcase our expertise through the presentation of exceptional timepieces and watchmaking know-how for the second consecutive year. More than an event, it is a real immersive journey for all amateurs and those with a passion for fine watchmaking.” said **Emmanuel Perrin, President of the Fondation de la Haute Horlogerie.**

Like the previous edition, the launch of Watches and Wonders Sanya will coincide this year with the Golden Week - from October 1st to 7<sup>th</sup>- a week of national holidays that is particularly popular with Chinese holidaymakers.

Guests - press and end clients - will have preview access to the year’s latest new products. Visitors will be able to discover exceptional pieces, participate in workshops, attend conferences hosted by watchmaking experts and meet personalities invited by the participating Maisons. The program, which will extend over three months, will enable the Chinese and international clientele, beginners and experts alike, to perfect their watchmaking knowledge and discover the latest trends in watchmaking.

A space for discussions, experiences and discoveries, Watches and Wonders is making a new port of call in China and continuing to put fine watchmaking on the map.



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**LIST OF THE MAISONS EXHIBITING AT WATCHES AND WONDERS SANYA**

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A. LANGE & SÖHNE | BAUME & MERCIER | CARTIER | GIRARD-PERREGAUX |  
HERMÈS | IWC SCHAFFHAUSEN | JAEGER-LECOULTRE | MONTBLANC |  
PANERAI | PIAGET | ROGER DUBUIS | ULYSSE NARDIN |  
VACHERON CONSTANTIN

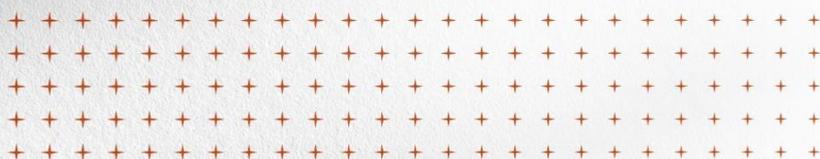
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