

# TIME TO WATCHES

EXHIBITION | EXPERIENCE | EVENTS

1 - 6 APRIL 2025

NEW VENUE

VILLA SARASIN - GENEVA

1 min. walk from Palexpo



## A line-up of over 70 brands

April 1st to 6th, 2025

Villa Sarasin – Geneva

*Geneva, January 14th, 2025. A new stage for a bold vision. In 2025, Time to Watches moves to the iconic Villa Sarasin, marking an exciting new chapter just steps away from Palexpo. With newcomers like Krayon, Beauregard, BREVA GENEVE, GUEBLY, Laine, Lorige, MING, TAOS, and others, the event now showcases over 70 independent brands. Amid the buzz of watchmaking's spring season, Time to Watches solidifies its unique position, celebrating creativity, independence, and daring innovation.*

The range of brands involved highlights the event's diversity and scope:

ADRIATICA | Aerowatch | Airain | Äonic | Appella | AWAKE | Azimuth | BA111OD | bauhaus | Beaubléu | Beauregard | Benrus | Berney | Blackout | BREVA GENEVE | BRISTON | Carl Suchy & Söhne | Charles Girardier | CIME | Creations by Wire Art | De Rijke & Co | Dennison Watch | DONE Watches | Eagle Eye Watches | Elka Watch Co. | Exaequo - Melting Watch | Fears | Formex | Genius Watches | GUEBLY | H992 Architecte Horloger | Herbelin | Jowissa | Krayon | Laco | Laine | Lebois & Co | Lorige | Marathon Watch | Mathey-Tissot | Milus | MING | Nivada Grenchen | Ollech & Wajs | Omnis | Paulin | Pragma | RALF TECH | Rapport London | RESERVOIR | ROBOT watch | Rosenbusch Watches | ruhla 1929 | Schaefer & Companions | Sinclair Harding | Sinn Spezialuhren | Squalé | TAOS | Tsar Bomba Watches | UTINAM Besançon | Vulcain | White Star Watch | WOLF | YOUHR | ZANNETTI Independent Watchmaker | Zeppelin

Time to Watches stands as a hub for watchmaking innovation and creativity. Renowned brands and emerging talents will showcase their latest designs in a dynamic, eclectic atmosphere. Media, retailers, collectors, and the public are invited to immerse themselves in a one-of-a-kind experience at the core of the excitement:



*Time to Watches at Villa Sarasin, 1 min. walk from Palexpo*

**More informations about Villa Sarasin**

**A perfect mix of business and pleasure**

Time to Watches is more than just an exhibition. Starting in the morning, media, retailers, and collectors can join breakfast meetings to foster valuable connections. In the evening, after-work events will extend the conversations in a fun and relaxed vibe.

**Tailored guided tours**

Distributors, watch clubs, and VIPs will experience customized guided tours, with personalized guidance to gain a deeper insight into the collections and the stories behind each brand.

**A vibrant spirit powered by a passionate team**

Time to Watches staff is committed to making this event unmissable. With energy, expertise, and hospitality at its core, the organization ensures that every visit is truly unforgettable.

**A Unique Mindset**

Time to Watches is a celebration of enthusiasm and passion. Informal yet elegant, bold yet professional, this event has become a benchmark in the watchmaking world with its stylish, laid-back approach to business.

*« We're excited to host both renowned brands and emerging talents at Villa Sarasin, a truly unique venue with its own charm and character. Time to Watches may be set in a historic mansion, but it remains faithful to its cool and accessible spirit, »* said Christian Wipfli, Founder and Director of the event.

**For any further information :**

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**About Time to Watches – The Open Side of the Watch World**

*Time to Watches Watches is an inclusive and relaxed event born in 2022. It offers a wide range of services so that each brand can focus exclusively on its promotional and sales objectives. Time to Watches is a meeting and exchange-oriented show that aims to create synergies between all participating watch brands and their guests.*

*Historical watch manufacturers, newcomers, fashion, smartwatches: each brand will find at Time to Watches the perfect conditions to get in touch with its audiences. Because it is rich, diversified, creative and innovative, watchmaking can convey unique emotions, to generate real enthusiasm and to fascinate everyone.*

## Links

**Website:** [www.timetowatches.com/](http://www.timetowatches.com/)

**Photos:** [www.timetowatches.com/media/](http://www.timetowatches.com/media/)

**Instagram:** [www.instagram.com/timetowatches.official/](https://www.instagram.com/timetowatches.official/)

**LinkedIn:** [www.linkedin.com/company/time-to-watches/](https://www.linkedin.com/company/time-to-watches/)

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