

TIME TO WATCHES

EXHIBITION | EXPERIENCE | EVENTS

1 - 6 APRIL 2025

NEW VENUE

VILLA SARASIN - GENEVA

1 min. walk from Palexpo



Get your tickets now

April 1st to 6th, 2025

Villa Sarasin – Geneva

Geneva, February 10th, 2025. The place to be: Explore the latest innovations from over 70 independent brands at the epicenter of spring's watchmaking week. Nestled next to Palexpo, the historic Villa Sarasin will be home to a wealth of creativity, driven by agile and visionary brands challenging the norm. Because talent isn't defined by revenue, but by audacity. Time to Watches – where the future of watchmaking takes shape.

Running from April 1 to 6, from 8:30 AM to 8:00 PM, the event is open to the public, inviting all watch enthusiasts to join for just CHF 20 per day or CHF 35 for unlimited access.

The participating brands come from diverse backgrounds—by nationality, positioning, and vision. Yet, they all share the same motto: move, create, disrupt. These free spirits invite visitors to dive into a world that defies convention, breaks boundaries, and stays ahead of its time. To spark an idea, it takes a touch of madness, a hint of intuition, and the courage to go for it. True watch enthusiasts will appreciate the journey.

Time to Watches – let's think out of the box!

Every day, breakfasts and after-work events will offer a chance for enthusiasts to gather and enjoy moments of connection. The event strikes a balance between being informal yet energizing, relaxed yet professional, festive yet refined. Time to Watches is not just an exhibition—it's an experience. An immersion into a world where time surprises, ambition leads to excellence, and curiosity fuels discovery. Between inspiring encounters, exclusive unveilings, and shared moments, visitors will feel, explore, and engage. At Villa Sarasin, let's discover a new dimension of watchmaking.

For any further information :

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About Time to Watches – Let's think out of the Box!

A major watchmaking event since 2022, Time to Watches facilitates connections between watch brands and their markets. As a platform for presentations and networking among professionals, Time to Watches offers a dynamic, positive and enthusiastic ecosystem, stimulating dialogue between business partners, the media, influencers, collectors and watch enthusiasts.

Whether established manufacturers or emerging brands, traditional watchmakers or unconventional designers, Time to Watches creates an exciting atmosphere that enhances the quality of these encounters. Held during the Geneva Watch Week and resolutely off the beaten track, Time to Watches boasts an informal, warm and festive style, focusing both on product excellence and brand authenticity.

The event takes place in the refined setting of the Villa Sarasin, just a one-minute walk from Palexpo Geneva.

Brands to discover:

ADRIATICA | Aerowatch | Airain | Appella | Atelier Jalaper | AWAKE | Azimuth | BA111OD | bauhaus | Beaubleu | Beauregard | Beda'a | BENRUS | Berney | Blackout | BREVA GENEVE | BRISTON | Carl Suchy & Söhne | Charles Girardier | CIME | CODE41 | Creations by Wire Art | De Rijke & Co | Dennison Watch | DONE Watches | Eagle Eye Watches | Elka Watch Co. | Exaequo - Melting Watch | Fam al Hut | Fears | Formex | Frédéric Jouvenot | Genius Watches | GUEBLY | H992 Architecte Horloger | Herbelin | Jowissa | Krayon | Laco | Laine | Lebois & Co | Lorige | Marathon Watch | Mathey-Tissot | Milus | MING | NALLA NERAM | Nivada Grenchen | NixieFab France | Ollech & Wajs | Omnis | Paulin | Pragma | RALF TECH | Rapport London | RESERVOIR | Rosenbusch Watches | ruhla 1929 | Schaefer & Companions | Sinclair Harding | Sinn Spezialuhren | Squale | TAOS | Tsar Bomba Watches | UTINAM Besançon | Vulcain | White Star Watch | WOLF | YOUHR | ZANNETTI Independent Watchmaker | Zeppelin

Links

Website: www.timetowatches.com/

Photos: www.timetowatches.com/media/

Instagram: www.instagram.com/timetowatches.official/

Linkedln: www.linkedin.com/company/time-to-watches/

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