

TIME TO WATCHES

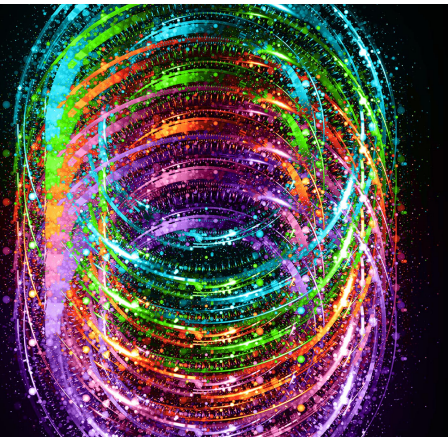
EXHIBITION | EXPERIENCE | EVENTS

1 - 6 APRIL 2025

NEW VENUE

VILLA SARASIN - GENEVA

1 min. walk from Palexpo



Time to celebrate!

April 1st to 6th, 2025

Villa Sarasin – Geneva

Geneva, March 19th, 2025. From April 1 to 6, Time to Watches will be the beating heart of creativity, independent watchmaking, and tomorrow's innovations. Expect bold discoveries and a vibrant atmosphere. 77 brands will be there, ready to share their passion and unveil their latest creations to collectors, retailers, media, and all enthusiasts.

A watch captures time.

Here is where time comes to life.

At Villa Sarasin, just steps from Palexpo.

Where time ignites passion.



The inauguration on April 1st from 7:30 PM will be unforgettable; exhibitors and visitors are invited to a lively cocktail dinner curated by Chef Gilbert Renaud. From there, Time to Watches keeps the momentum going with complimentary daily breakfasts at the opening, bringing together media and exhibitors, and engaging piano-bar after works from 6:00 to 8:00 PM, Wednesday through Saturday.

And for a laid-back vibe? The scene outside Villa Sarasin will be buzzing with a food truck and beer truck from 11:00 AM to 8:00 PM— Because great ideas deserve great flavors.

With an expanded exhibitor lineup, a sparkling opening, daily breakfasts, and evening cocktails, the perfect alchemy is set. A vibe, a rhythm, a signature—Time to Watches. The same festive spirit for four years running. In 2025, at the very heart of the watch week.

Celebrating is great. Learning is even better. Every day, Time to Watches offers immersive workshops, giving you hands-on experience with the secrets of mechanical watchmaking. Step into the watchmaker's shoes, master precise movements, and dive deep into the craft. Daily guided tours will take you through the exhibiting brands with an expert's eye, unveiling the stories behind the timepieces. And for the big conversations? In a transparent igloo outside Villa Sarasin, watch industry insiders will record podcasts on the hottest topics shaping the future of watchmaking.

Passion sparks ideas. Encounters build bridges. Celebrations push limits. Creativity is out of the box!

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 | ANTOINE PREZIUSO GENEVE | Appella | ASTROLINK | 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 Carvalho | 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 | HAUTE-RIVE | Herbelin | Jowissa | Krayon | Laco | Laine | Lebois & Co | LÖBNER | Lorige | Marathon Watch | Mathey-Tissot | Milus | MING | NALLA NERAM | Nivada Grenchen | NixieFab France | Ollech & Wajs | Omnis | Paulin | Piccola & Jofrette | Pragma | RALF TECH | Rapport London | RESERVOIR | Rosenbusch Watches | ruhla 1929 | Schaefer & Companions | Sinclair Harding | Sinn Spezialuhren | Squalo | TAOS | Tsar Bomba Watches | UTINAM Besançon | Vulcain | White Star Watch | WOLF | YOUHR | ZANNETTI Independent Watchmaker | Zeppelin

Links

Website: www.timetowatches.com/

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Instagram: www.instagram/timetowatches.official/

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

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