

TIME TO WATCHES

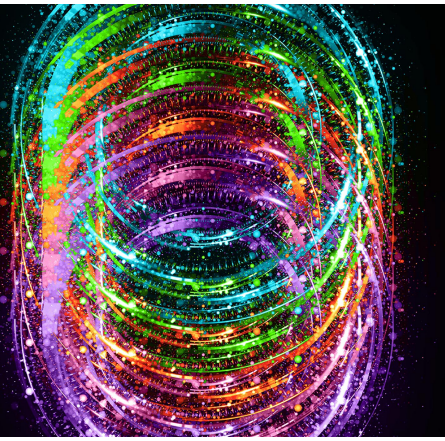
EXHIBITION | EXPERIENCE | EVENTS

1 - 6 APRIL 2025

NEW VENUE

VILLA SARASIN - GENEVA

1 min. walk from Palexpo



Time to debrief

April 1 – 6, 2025

Villa Sarasin – Geneva

Geneva, April 7th, 2025. As the spotlight fades on Geneva's watchmaking stage, Time to Watches has set a new standard. The combination of its strategic location near Palexpo, relaxed atmosphere, elegant décor, and the creativity of its exhibitors made the event truly exceptional. From April 1 to 6, 9'500 visitors walked through the doors, a 35% increase compared to last year. Time to Watches has firmly established itself as the pulse of independent watchmaking.

The event was inaugurated by Delphine Bachmann, State Councillor of the Canton of Geneva, overseeing the Department of Economy and Employment, and Michel Pomatto, Administrative Councilor of the Grand-Saconnex municipality, alongside Christian Wipfli, Founder and Director of Time to Watches. In an Alice in Wonderland-inspired setting, they highlighted the event's festive, informal yet perfectly executed spirit.



For the 77 brands on display, Villa Sarasin proved to be the perfect venue to engage with their audience and unveil their latest innovations. While the 19th-century salons whispered the elegance of yesterday, the timepieces from around the globe were shaping the future. Watchmaking is vibrant and dynamic, and the event captured its momentum. Visitors appreciated the short walk from Palexpo to the Villa, through a shaded park, under the springtime sun.



A transparent igloo stood in front of the Villa, where podcasts were recorded by industry leaders, to be shared on Time to Watches' social media. Immersive workshops allowed visitors to experience precision of watchmaking in action, while expert-led tours revealed

the secrets behind the displayed masterpieces. To relax and network, everyone enjoyed the food truck area and lively after work events with music. This is the DNA of Time to Watches: excellence in every detail, fun in every moment.

« 2025 marked a turning point. A record number of exhibitors, outstanding attendance, and a more festive atmosphere than ever. This fourth edition of Time to Watches lived up to all expectations and paves the way for exciting prospects in 2026 » concluded Christian Wipfli.

For any further information :

Françoise Bezzola

francoise@ideateams.ch

+41 79 520 82 90

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.

Links

Website: www.timetowatches.com/

Photos: www.timetowatches.com/media/

Instagram: www.instagram/timetowatches.official/

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

2025 Brands:

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

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