

# TIME TO WATCHES

EXHIBITION | EXPERIENCE | EVENTS

LET'S THINK OUT OF THE BOX!

14 - 19 APRIL 2026  
VILLA SARASIN - GENEVA  
1 min. walk from Palexpo



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TIME TO WATCHES, April 14 – 19, 2026

## Welcome to the Village An immersive watchmaking experience across Villa, Annex, Lodge, Cellar and Garden

Geneva, January 29th, 2026 – One of the defining events of Geneva Watch Week, **Time to Watches** ([www.timetowatches.com](http://www.timetowatches.com)) returns for its fifth edition with an expanded format, once again rooted at Villa Sarasin, just a one-minute walk from Palexpo.

In 2026, Time to Watches becomes a watchmaking Village. Beyond the Villa, the experience unfolds across a network of living spaces - Lodge, Annex, Cellar, Garden and Brand Pavilions - guiding visitors through a curated journey. A format that celebrates independent watchmaking, while fostering genuine connections in a relaxed, human-scale environment.

Throughout the Park, Brand Pavilions and creative activations shape the visit, while other areas are dedicated to more convivial moments, including bars, food trucks, tastings and informal gathering spots. At the heart of it all, the Garden emerges as the event's social hub: vibrant, festive and open, a place to eat, meet and enjoy the unique atmosphere of Time to Watches.

This fifth edition brings together over 85 brands, from long-standing partners to first-time exhibitors. Different in style yet aligned in spirit, they share a belief in innovation over scale, authenticity over display, and a human, approachable vision of luxury.

From journalists and influencers to retailers and watch enthusiasts, Time to Watches speaks to a wide community. Beyond the must-see watch launches, it is defined by moments: informal yet insightful breakfasts, an opening night conceived as a true show, and inclusive, inspiring encounters in a cool, welcoming and inclusive environment.



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[timetowatches.com](http://timetowatches.com)

In 2025, Time to Watches brought together 77 brands and more than 9,500 visitors. The setting, the quality of interactions and the relevance of the concept confirmed its place at the heart of contemporary watchmaking. Accessible, innovative and refreshingly relaxed,

Time to Watches has become a key meeting point, and the 2026 edition promises to raise the bar even higher.

*“Time to Watches keeps growing, but what resonates most is the emotion it carries. In 2026, our new spaces exist to let that emotion breathe. Beyond the setting, it is the moments we create together that truly matter”* said Christian Wipfli, Founder & Director of Time to Watches.

**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. Serving as a platform for presentations and professional networking, 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. Resolutely off the beaten track, Time to Watches boasts an informal, warm and festive style, focusing both on product excellence and brand authenticity.

The Swiss edition takes place every year during the *Geneva Watch Week* in April and welcomes mainly international trade visitors, but also the general public.

The U.S. edition is held in Las Vegas in May. It is mainly attended by professionals from the North American market, particularly retailers and the media.

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

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

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

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

## **2026 Brands:**

5280 Watch Company | ADRIATICA | Aerowatch | Airain | AL-Time | Appella | Art de l'anglage | Atlantic Watches | BA111OD | Bauhaus Watches | Beauregard | Berney | Blackout | BRISTON | Champs-Élysées | CIGA Design | CIMIER | Claude Bernard | D1 Milano | De Rijke & Co | DOMINIQUE RENAUD | DONE Watches | Edox | Elka Watch Co. | Epos | Exaequo - Melting Watch | Fears | Felipe Pikullik | Geovani | GoS watches | H992 Architecte Horloger | HAUTE-RIVE | HENOTI | Herbelin | ID Genève | Jean-Marc Fleury | JEAYOU | Jowissa | KERBEDANZ | Krayon | Laco | Laine | Lebois & Co | LIC-Leather | LÖBNER | Lorige | Magellan | Maison Alcée | Marathon Watch | Mathey-Tissot | MHP Maison Horlogère Palmer | Milus | Murex | NALLA NERAM | Nivada Grenchen | OISA 1937 | Ollech & Wajs | Optima | Pragma

| Qian GuoBiao | Raidillon | RALF TECH | Rapport London | RESERVOIR |  
Richelieu | RMS Zeitmeister Watches | RSW | Ruhla 1929 | Sandoz | SARTORY  
BILLARD | Sinclair Harding | Squale | Swiss Military Hanowa | TAOS | Venezianico  
| Vulcain | White Star Watch | WOLF | YOUHR | ZANNETTI Independent  
Watchmaker | Zeppelin

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