

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 – THE CAST

85+ BRANDS, ONE VILLAGE, ONE ENERGY

Geneva, 9 March 2026 – Fifth edition. Over 85 brands. One destination: Villa Sarasin. Time to Watches (www.timetowatches.com) consolidates its role as a defining force of Geneva Watch Week. At its core, an uncompromisingly curated line-up of exhibiting Maisons: bold, diverse and fully in tune with the pulse of contemporary watchmaking.

This year, the event unfolds as a true Watchmaking Village. Villa, Lodge, Annex, Cellar, Garden and Brand Pavilion. A unique format conceived as a fluid and immersive experience, where visitors move naturally from one universe to another.

All just one minute's walk from Palexpo.

You come to discover. You stay for the energy.

Beyond its format, Time to Watches remains true to its DNA: offering a vibrant stage to discover authentic independent watchmaking in a relaxed, accessible and deeply human atmosphere.

The 2026 Top Picks: A Line-Up That Sets the Tone

Among the more than 85 brands set to gather this year, several stand out as true expressions of the Time to Watches spirit: creativity, independence, bold vision and a strong sense of proximity. This selection offers only a glimpse of the diversity and richness shaping the 2026 edition.

On the Swiss independent scene, powerful signatures will take center stage, including **BA111OD**, whose approach seamlessly blends heritage, innovation and accessibility, and **HAUTE-RIVE**, which boldly reimagines watch architecture with uncompromising ambition. Independent haute horlogerie will also be represented by major names such as **Krayon**, a benchmark in poetic complications, and the bold new Manufacture **DOMINIQUE RENAUD** will make a striking debut with an exploratory vision that challenges established codes.

In its most art-driven expression, Time to Watches also welcomes **Beauregard**, a Maison where watchmaking converts into jewelry and time becomes sculpture. **TAOS** follows with singular dials and richly decorated mechanics, while **KERBEDANZ** asserts a bold, architectural vision of contemporary horology: dramatic, deliberate and unmistakably modern.

The Next Generation: Purpose, Design and Legacy

The 2026 edition also brings forward brands shaping a new chapter in watchmaking, defined by intention and transparency. **ID Genève** leads the way with its commitment to responsible production, while **Pragma** sets a new benchmark through uncompromising component traceability.

Maison Alcée offers yet another perspective, redefining the bond between wearer and timepiece through an immersive journey that blends craftsmanship, education and art de vivre, turning the act of owning a watch into a deeply personal experience.

Heritage, Reinvention and International Reach

Time to Watches is also where historic names are rediscovered and successful revivals take center stage. **Nivada Grenchen** perfectly embodies this momentum: a cult brand thoughtfully reawakened and now a true benchmark for neo-vintage enthusiasts.

Revival or clean slate? In 2026, both approaches have their place. Time to Watches is where they converge.

Bringing together no fewer than 12 nationalities, the fair reflects its distinctly cosmopolitan spirit. Among them, **Fears** stands out, its refined British elegance and strong identity resonating with retailers and media alike. **Junghans** embodies elegant, rational German watchmaking, rooted in a strong heritage and defined by its clean Bauhaus-inspired design. It is a brand that values clarity, functionality and timelessness over ostentation.

Last but not least, be sure to explore the world of **Lorige** within its dedicated pavilion. Where watchmaking meets speed, where fragments of motorsport history are transformed into exceptional timepieces, and where mechanical endurance converges with Swiss craftsmanship.

Accessories, Watch Storage and the Art of Detail

Because the world of watchmaking extends far beyond the watches themselves, Time to Watches will also welcome key players in accessories and preservation, such as **WOLF**, a global reference in watch winders, storage cases and collector-focused watch winder safes and cabinets.

The Crossroads of Watchmaking

"We have highlighted a few standout names, but the reality is even richer: more than 85 brands will be present, and each deserves to be discovered. What defines Time to

Watches is this unapologetic diversity: established houses, independents and bold creators, all brought together by a shared spirit.

In 2026, we have conceived spaces as a true meeting ground. Visitors move naturally from one brand to another, from a professional appointment to a more informal moment in the Garden. Experiences overlap; conversations spark spontaneously.

Today, Time to Watches has become an unmissable rendezvous, not simply because it continues to grow, but because it creates moments that truly matter,” concluded Christian Wipfli, Founder and Director of Time to Watches.

For any further information:

Françoise Bezzola

francoise@ideateams.ch

+41 79 520 82 90

2026 Brands

5280 Watch Company | ADRIATICA | Aerowatch | Airain | AL-Time | Appella | Art de l'anglage | Atlantic Watches | BA1110D | Bauhaus Watches | Beauregard | Berney | Blackout | BRISTON | Champs-Élysées | CIGA Design | CIMIER | Claude Bernard | D1 Milano | De Rijke & Co | DOMINIQUE RENAUD | DONE Watches | DWISS | Edox | Elka Watch Co. | Epos | Exaequo – Salvador Dalí | Fears | Felipe Pikullik | Geovani | GoS watches | Graham | H992 Architecte Horloger | HAUTE-RIVE | HENOTI | Herbelin | ID Genève | Jean-Marc Fleury | JEAYOU | Jowissa | Junghans | KERBEDANZ | Krayon | Laco | Laine | Lebois & Co | LIC-Leather | LÖBNER | Lorige | Magellan | Maison Alcée | Marathon Watch | Mathey-Tissot | Max Twelve | MHP Maison Horlogère Palmer | Milus | Murex | NALLA NERAM | NEPRO | Nivada Grenchen | OISA 1937 | Ollech & Wajs | Optima | Pragma | Qian GuoBiao | Raidillon | RALF TECH | Richelieu | RMS Zeitmeister Watches | RSW | Ruhla 1929 | Sandoz | SARTORY BILLARD | Sinclair Harding | Squalo | Swiss Military Hanowa | TAOS | Venezianico | Vulcain | White Star Watch | WOLF | YEMA | YOUHR | ZANNETTI Independent Watchmaker | Zeppelin

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.

Join the online community!

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