



© Headshot Stories

TIME TO WATCHES LAS VEGAS @ COUTURE

## The Watchmaking Curation at COUTURE

### *Time to Watches & COUTURE Announce Current Line Up of Brand Partners*

New York, NY & Geneva, Switzerland - March 18, 2026 – COUTURE and Time to Watches ([lasvegas.timetowatches.com](https://lasvegas.timetowatches.com)) are pleased to unveil the first details of **Time to Watches Las Vegas @ COUTURE**, a dedicated watchmaking showcase set within the event's main ballroom at **Wynn Las Vegas, May 27–31, 2026**. Since announcing their collaboration in late October 2025, a distinguished roster of imaginative and coveted watchmakers has been confirmed to join COUTURE's steadfast timepiece brand partners, enhancing the event's long-standing reputation for highlighting best-in-class artistry and innovation.

During this defining week, Las Vegas gathers the full spectrum of the American luxury landscape: major retail groups, leading independent accounts, international editors, content creators and collector communities, creating a singular moment where visibility, credibility and cultural relevance converge. Within this refined setting, Time to Watches presents a curated selection of maisons that reflect the richness and diversity of contemporary horology, complementing COUTURE's curation of exceptional designer fine jewelry brands.

*"Bringing Time to Watches to Las Vegas within the COUTURE universe is a natural step for us. COUTURE gathers the most important U.S. retailers, media and influencers, making it the ideal setting to present a selective vision of contemporary watchmaking and*

to connect our brands with a highly engaged audience,” said Christian Wipfli, Time to Watches Managing Director.

*“Watchmaking has long been an important part of the COUTURE experience, and our collaboration with Time to Watches allows us to deepen that conversation,”* explained Gannon Brousseau, EVP, Emerald. *“Their thoughtful curation introduces exciting new energy and creativity while remaining perfectly aligned with the level of excellence our community expects.”*

### **Heritage & Revival**

Time-honored names and thoughtful renaissances form a powerful narrative thread. **Baume & Mercier** continues to embody Swiss elegance grounded in tradition, while **Nivada Grenchen**, a cult favorite meticulously revived, has become a benchmark for neo-vintage enthusiasts seeking authenticity with contemporary relevance. **Vulcain**, inventor of the wristwatch alarm, occupies a singular place in horological history; chosen by numerous U.S. Presidents - beginning with Harry S. Truman - the brand forged an enduring link between Swiss precision and American leadership. Reviving a storied British case-making heritage, **Dennison Watch** has quickly gained recognition, notably winning the Grand Prix d'Horlogerie de Genève (GPHG) in the Challenge category, while bringing a contemporary sensibility through clean lines and natural stone dials. **Junghans**, meanwhile, stands as a beacon of Bauhaus clarity: precise, rational and resolutely timeless.

### **Design, Identity & Contemporary Expression**

Elsewhere, bold design languages assert their presence. **Bell & Ross** translates aviation and instrument codes into architectural wrist statements, while **U-Boat** embraces unapologetic Italian bravado and commanding proportions. **Ikepod** brings avant-garde creativity into sharp focus, and **CIGA Design**, internationally awarded at the GPHG, pushes mechanical watchmaking into sculptural territory. Adding a distinctly modern and feminine energy, **MICHELE** merges luxury detailing with versatile, fashion-conscious design. Completing this creative landscape, **UTINAM Besançon** elevates the mechanical clock into a collectible design object, where bold colors, graphic compositions and sculptural forms transform timekeeping into a striking work of art.

### **Independent Momentum**

Independent watchmaking continues to redefine the contours of the industry through agility and conviction. **BA1110D** challenges traditional distribution models while remaining rooted in Swiss craftsmanship, offering a modern vision of accessible luxury, while **Fortis Watches** reinforces its performance-driven credibility with robust, purpose-built timepieces. Founded in Rome in 1982, **ZANNETTI Independent Watchmaker** produces a limited number of handcrafted creations each year, blending technical excellence with artistic mastery in a distinctly Italian expression of haute horlogerie.

### **The Art of Preservation**

Beyond the wrist, the culture of collecting finds its natural complement in **Rapport London**, whose refined winders and storage solutions celebrate the art of preservation, underscoring that luxury timepieces extend far beyond the moment they are worn.

Together, these maisons illustrate the renewed dialogue between fine jewelry and fine watchmaking within the COUTURE ecosystem. Positioned at the heart of the Wynn's main ballroom, Time to Watches Las Vegas offers a focused and elevated setting where horology meets the most influential voices of the North American market - commercially, editorially and culturally.

Additional brands will be announced in the coming months.

### **Time to Watches**

**Françoise Bezzola**

[media@timetowatches.com](mailto:media@timetowatches.com)

+41 79 520 82 90

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

### **COUTURE**

**Michelle Orman**

[Michelle@LastWordComm.com](mailto:Michelle@LastWordComm.com)

+1 (646) 302-5521

[www.thecoutureshow.com](http://www.thecoutureshow.com)

### **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)

### **About COUTURE**

COUTURE is the world's most exceptional curation of designer fine jewelry and luxury timepieces. Held annually at the luxurious Wynn Las Vegas, COUTURE is the most exclusive and intimate destination for the designer fine jewelry and luxury timepiece market. Catering to an elite community of renowned heritage brands, emerging designer talent, the finest retailers and award-winning media from around the globe, COUTURE is the premier event where the jewelry industry gathers to connect, collaborate and conduct business.

Top-tier buyers from the world's most distinguished retailers including Bergdorf Goodman, Marissa Collections, TWIST, Reinhold Jewelers, Borsheims and Lux Bond and Green attend COUTURE each year. COUTURE is also a destination for a celebrated roster of luxury consumer and trade media outlets. Editors from magazines like Town & Country, Robb Report, Forbes, Vogue and New York Times attend to seek cutting-edge trends and

innovative designs, while content creators and bloggers deliver up-to-the-minute editorial exposure throughout the duration of the event.

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

**Instagram:** [by\\_couture](https://www.instagram.com/by_couture)

**LinkedIn:** [the-couture-show](https://www.linkedin.com/company/the-couture-show)

Join the online community!

Copyright © 2026 Time to Watches

