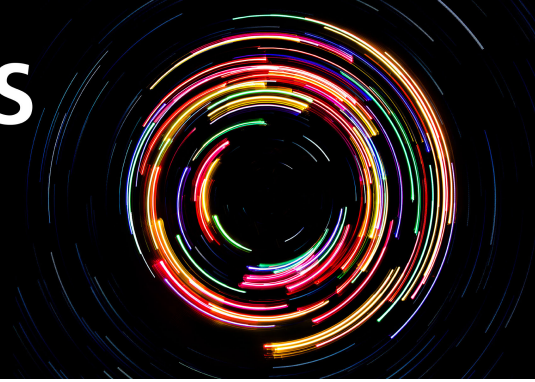


TIME TO WATCHES

EXHIBITION | EXPERIENCE | EVENTS

LET'S THINK OUT OF THE BOX!

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



© Jean-Luc Auboeuf

TIME TO WATCHES 2026

WATCHMAKING GOES FESTIVAL. Record attendance. Collective energy.

Geneva, April 20th, 2026 – With 87 brands and 10,450 visitors - up 10% vs. 2025 - Time to Watches (www.timetowatches.com) 2026 confirms its momentum. Strong collector attendance highlights a growing interest for a more independent, creative and accessible watchmaking, where connection matters more than format. In this open environment, brands found a fertile ground for exchange, experience as well as conversion of conversations into opportunities.

With its “watchmaking Village” concept, Time to Watches is challenging the traditional fair model.

Las Vegas landed in Geneva as the theme of the inauguration. Just weeks ahead of the next Time to Watches chapter in the U.S., the opening night set the mood: a watchmaking experience to be lived and shared, beyond convention.

The ribbon was cut by Michel Pomatto, Administrative Councillor of Le Grand-Saconnex, Michael Jappert, Global Sales Director at WOLF, Yves Bugmann, President of the Federation of the Swiss Watch Industry, Daniel Loeffler, Deputy Secretary General of the Department of Economy and Employment of the Canton of Geneva, and Christian Wipfli,

Founder and Director of Time to Watches. Hundreds of guests then carried the evening forward in a festive, relaxed atmosphere.

A night that opened a week defined by energy and conviviality.

Designed as a true festival, the 2026 program delivered across the board. Workshops, demonstrations, content creation, experiences and festive moments activated the Village throughout. At its core, the Garden - the central hub - brought together people and interactions, with the Welcome Desk as a focal point, framed by food trucks, lounge areas and spaces to connect. From morning to evening, professionals and enthusiasts alike embraced the setting, confirming a strong interest for a more vibrant and collective watchmaking experience.

At the same time, the Villa, the Annex, the Lodge and the Cellar served as dedicated spaces for professional exchanges and meetings, supporting business development.

Building on this dynamic, Time to Watches continues to grow with a clear ambition: to redefine, over time, how watchmaking is experienced and shared. Next stop, Las Vegas - Time to Watches @ COUTURE, May 27 to 31, 2026 - before returning to Geneva in 2027.

"We are proud to have helped reshape the philosophy of watch fairs. Yes, there are new releases. Yes, there is business. But above all, there is enjoyment. These are moments of connection, where watchmaking is experienced at its most human", concludes Christian Wipfli.

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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 | Fitwell | Geovani | GoS Watches | Graham | H992 Architecte Horloger | HAUTE-RIVE | 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 | Ritmo Mundo | RMS Zeitmeister Watches | RSW | Ruhla 1929 | Sandoz | SARTORY BILLARD | Sinclair Harding | Squale | Swiss Military Hanowa | TAOS | UTINAM Besançon | 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.

Website: www.timetowatches.com

Photos: 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)

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