

TIME TO WATCHES × COUTURE



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TIME TO WATCHES LAS VEGAS @ COUTURE

2026 COUTURE Enhanced with New Events and Activations

COUTUREtalks, Soirées & Inaugural Partnership with Time to Watches add Excitement to the COUTURE Experience

New York, NY & Geneva, Switzerland – May 21, 2026 – In its demonstrated commitment to addressing the evolving needs of its community, COUTURE is announcing several thoughtful adjustments to the 2026 program intended to bring the greatest value to the businesses it serves. Newly formed partnerships, an exciting line up of thought leadership sessions and refinements to the evening schedule of events are being introduced to promote relationship building and foster the conversations that are shaping the future of the designer fine jewelry and luxury timepiece landscape.

As a direct result of a first-of-its-kind partnership with Time to Watches (www.lasvegas.timetowatches.com), the 2026 COUTURE show floor will welcome a curated selection of luxury timepieces and independent watchmakers. **Close to twenty brands** will join COUTURE's long-standing watch exhibitors for the first time, bringing fresh energy to the event's primary ballroom, Cristal, and introducing Time to Watches' distinctive perspective on contemporary watchmaking to the COUTURE audience. The most influential U.S. retailers will be in attendance, creating a highly focused environment for meaningful business and strategic connections.

Starting Friday, May 29 at 8 AM, the COUTUREtalks will open with a series of panels exploring the shifts and convergences currently reshaping the global jewelry and watch

markets. Among the highlights, join renowned watch industry expert and aBlogToWatch founder **Ariel Adams** on May 30 at 4 PM for a discussion titled “***The Risks and Rewards of Working with Timepiece Brands.***”

This conversation will explore the opportunities, challenges, and evolving realities of working with emerging and independent watch brands in today’s market. Bringing together retailers, founders, and influential industry voices, the panel will offer candid insights and unfiltered perspectives on the future of independent watchmaking.

Additional speakers will be announced soon.

The evenings will also be filled with ample opportunities to forge meaningful relationships and have shared experiences. In lieu of the event’s annual Party by the Pool on Thursday night, the doors to Wynn Las Vegas’ newest nightspot, Intrigue, will open up at 9 PM for **COUTURE After Dark**, the latest addition to COUTURE’s roster of networking events. The later start to the evening gives designers and retailers the opportunity to go out to dinner together before reuniting as a group to keep the conversations going.

“With this partnership between COUTURE and Time to Watches, we want to create far more than an exhibition space. Our ambition is to offer brands an environment where encounters are more direct, conversations more authentic, and opportunities more meaningful. Las Vegas represents a remarkable gateway to the U.S. market and a new way of experiencing watchmaking: more open, more vibrant, and more connected to today’s market realities,” concluded Christian Wipfli, Founder and Director of Time to Watches.

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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.lasvegas.timetowatches.com

Photos: www.lasvegas.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 The 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

Instagram: [by_couture](https://www.instagram.com/by_couture)

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