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TIME TO WATCHES PRIZE 2026

HIGH HEELS ON THE WRIST

The Time to Watches Prize 2026 honours the most outstanding project in Watch Design at HEAD – Genève.

The Stiletto Paradox: desire often begins where comfort ends.
The tighter the strap, the deeper the mark, the brighter the diamonds.

Geneva, 26 June 2026 - **This year, the Time to Watches Prize, awarded in partnership with HEAD – Genève, was presented to Mikaël Correia for BRAND(ED), singled out**

by the jury among the Bachelor's and Master's works in Watch Design. This experimental watch concept challenges one of watchmaking's most sacred principles: comfort. At its core lies a simple yet provocative idea: why are we willing to suffer for beauty?

Inspired by tattoos, corsets and high heels, BRAND(ED) turns conventional watchmaking on its head. While the industry relentlessly pursues ergonomics, softness and wearability, Correia explores the opposite territory: voluntary constraint. After all, discomfort has never prevented people from pursuing beauty, expressing their identity or signaling status. Sometimes, it is precisely the price we are willing to pay.

The concept begins with a phenomenon most watch brands try to avoid: the mark left by a tightly worn strap. In BRAND(ED), this imprint becomes a badge of commitment. The tighter the watch is worn, the deeper the temporary mark left on the skin, transforming what is usually perceived as a flaw into a deliberate and visible statement. Not a defect, a talisman.

But the watch leaves more than a mark. As the strap tightens, a hidden mechanism gradually reveals a diamond-set bezel concealed within the case. The more pressure applied to the wrist, the more diamonds emerge. In BRAND(ED), beauty is not simply displayed; it is earned. Constraint becomes transformation. Pressure becomes prestige.

By turning a familiar inconvenience into a powerful design statement, BRAND(ED) impressed the jury with its originality, relevance and ability to challenge established conventions. In a category often driven by technical innovation, BRAND(ED) stood out by proposing something fresh: a new way of thinking.

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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

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