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# TIMETO WATCHES

EXHIBITION | EXPERIENCE | EVENTS

10 - 14 APRIL 2024 | HEAD — GENÈVE

Geneva, December 19th, 2023

**The next *Time to Watches* event will take place from April 10th to April 14th, 2024, in Geneva city center. Save the date!**

***Geneva - December 19th, 2023. Get ready for the essential watch event of the Wonder Week. Friendly, dynamic, and inclusive, Time to Watches gathers independent brands with the same mindset. The show proposes a relaxed forum, full of exchanges and informal meetings. Media, retailers, and watch enthusiasts from all over the world are welcome to join at the HEAD – Genève (Haute Ecole d'Art et de Design) to discover exhibiting brands' marvels.***

The 2024 poster features Time to Watches bold vision and calls for an ambitious combination between dream and technology, non-conformity and watchmaking tradition, innovation, and emotions. Like on a watch dial, the color range reflects the diversity of all the brands attending the exhibition. For those brands, being there is a key step towards a future made of new opportunities.

*“Fueled by our success in the past two years, we look forward to welcoming all brands, all trends, and all players of the watchmaking world. Only quality and creativity are requested”,* said Christian Wipfli, Founder and Director of *Time to Watches*.



Indeed, the 2023 event brought together 55 brands and gathered 5,800 visitors. All experienced a stimulating atmosphere and enjoyed a festive program of conferences and open discussions, delivered by sixty experts from various backgrounds. The last day was a *Watch&Match* day, allowing 31 brands to sell out their timepieces directly to visitors.

No doubt that the 2024 edition will continue to shine and grow upon last years' success. But aims even higher. Stay tuned !

**For any further information:**

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**About Time to Watches – The Open Side of the Watch World**

*Time to Watches is an inclusive and relaxed event born in 2022. It offers a wide range of services so that each brand can focus exclusively on its promotional and sales objectives. Time to Watches is a meeting and exchange oriented show that aims to create synergies between all participating watch brands and their guests.*

*Historical watch manufacturers, newcomers, fashion, smartwatches: each brand will find at Time to Watches the perfect conditions to get in touch with its audiences. Because it is rich, diversified, creative and innovative, watchmaking can convey unique emotions, to generate real enthusiasm and to fascinate everyone.*

Partners

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