

De : Time to Watches 2024 <media@timetowatches.com>

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Geneva, February 13th, 2024

### **April 10th - 14th, 2024 Accreditations are now open!**

**Geneva, February 13, 2024.** As the year 2024 kicks off with excitement, the countdown to April's premier watch event begins. Time to Watches invites retailers, media, and enthusiasts alike to experience an inclusive and dynamic showcase of the latest innovations from over fifty independent brands. Hosted at the prestigious HEAD – Genève (Haute Ecole d'Art et de Design), this event represents a convergence of creativity and craftsmanship from more than 10 countries, making it a truly international affair.

A major highlight this year: select members of the Horological Academy of Independent Creators (AHCI) will join Time to Watches, bringing their renowned expertise and artistic vision to the forefront. Esteemed artisans such as Vincent Calabrese, Antoine Prezioso or Robert Bray will present their masterpieces, underscoring the event's reputation as a pinnacle of independent watchmaking excellence. This endorsement solidifies the event's place in the Geneva "wonderweek".



This third edition promises to surpass expectations, offering numerous high-quality entertainments. Open every day from 9:30 AM to 7:00 PM, the show will kick off on Wednesday, April 10th in the evening with a festive cocktail bringing together all those who enjoy exchanging ideas and making meaningful connections. On Friday, April 12th, WatchConnect will take place, an evening dedicated to networking and

led by watch designer Matthieu Allègre. Continuing the tradition of previous years, a series of TALKs will provide a platform to approximately fifteen experts to share their insights on current topics: for example, artificial intelligence's impact on the watch industry, sector collaborations, or sustainability. These sessions will occur every morning and afternoon from Wednesday, April 10th, to Friday, April 12th. Lastly, the final day, Sunday, April 14th, will be dedicated to Watch&Match, an innovative concept allowing brands to sell directly to end customers.

*"Time to Watches 2024 is shaping up to be an extraordinary experience. The program continues to expand, along with the growing number of exhibitors. I am especially thrilled to welcome members of the AHCI for the first time this year, and I extend the invitation to all who prioritize quality and creativity in their work to join us "* said Christian Wipfli, Founder and Director of Time to Watches.

**Are you a member of the media or a retailer? Feel free to register! Your discoveries will be enriching, your enjoyment enhanced.**

**For any further information:**

**Françoise Bezzola**

[francoise@ideateams.ch](mailto:francoise@ideateams.ch)

+41 79 520 82 90

**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.*

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