

TIME TO WATCHES

EXHIBITION | EXPERIENCE | EVENTS

10 - 14 APRIL 2024 | HEAD — GENÈVE

Here is the full program

Geneva, April 4th, 2024. Are you ready to join the most exciting watch event during Geneva's "Wonder Week"? Time to Watches will be welcoming watch professionals and the public starting from April 10, for 5 days of celebrations, from 9:30 am to 7:00 pm. To facilitate scheduling your appointments, you'll find here the list of PR contacts for the brands:

[Book appointments](#)

Program



**Watch distribution:
single-brand, multi-brand
and e-commerce, what
strategy should you
adopt?**

Wednesday 10 April 2024

2 pm



Mister Watches meets Fashion and Lifestyle

When **Mister Watches** has his famous jacket stolen, the whole of WATCHFAM mobilizes! Meet and chat with Tiktok's **watchmaking phenomenon!** TALK with [Danar Widanarto](#) and Marc-Christian Perronnet, on **Wednesday 10 April 2024 at 4 pm.**



Time to PARTY

On 10 April, just after the opening ceremony... it's **Time to PARTY!** The perfect opportunity to meet and share, face to face, with a drink in hand. On the programme: drinks, finger food and music!



Refresh yourself!

Fancy a drink between meetings or during your visit? Our bar offers you a well-deserved break and a chance to socialise throughout your Time to Watches experience.



What are the design trends at Time to Watches 2024?

Thursday 11 April 2024
10:10 am



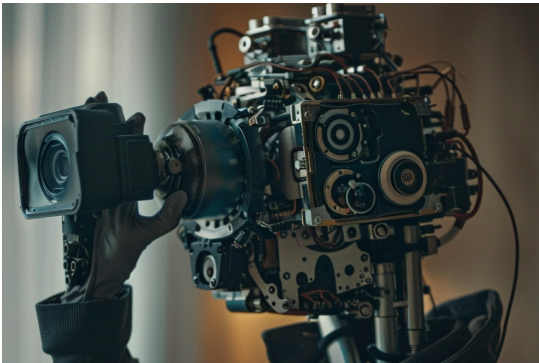
Being a woman in the watchmaking industry

Thursday 11 April 2024
12 pm



Vincent Calabrese

Thursday 11 April 2024
4 pm



Watch photographers and AI

Friday 12 April 2024
9:30 am



Antoine Prezioso

Friday 12 April 2024
2 pm



Seconde / Seconde

Friday 12 April 2024

5 pm

LINDEX Horological Collaboration Award



Friday 12 April 2024

5:30 pm

Collaborations in the skateboarding and streetwear industries started around two decades ago and have since become a notable trademark within the watchmaking community. Hence, Jim Zbinden, the founder of the Skate Museum (and pop culture since 1995), along with enthusiasts, experts, and collectors, decided to organize the Lindex Prize.

The traditional raclette evening is back!

On Friday 12 April, take advantage of the combined “visit + traditional raclette evening” offer!



Meet industry professionals and watchmaking enthusiasts and share your passion in a relaxed and friendly atmosphere (places limited, booking required).



Watch&Match

Watch&Match is the watch market expected by all collectors and watch enthusiasts. A perfect occasion to discover two events in one place, both freely accessible.



Where are the Women in watchmaking history?

Saturday 13 April 2024

12 pm



Pilot Watches – Flying High Again

Saturday 13 April 2024

2 pm



Micro brands with strong design

Sunday 14 April 2024

2 pm

Exhibiting brands



Antoine Prezioso (AHCI), Frank Jutzi (AHCI), Sinclair Harding (AHCI), Vincent Calabrese (AHCI), Carl Suchy & Söhne, Sinn, Behrens, Wilbur Watch Co., Utinam, Airain, Armand Nicolet, Ba111od, Beaubleu, Berney, Cimier, Done, Elka Watch Co., Envision, Fears, Jean Marcel, Laco, Lebois & Co., Marathon, Magellan, Milus, Paul Picot, Ralf Tech, Schaefer & Companions, Schneider&Co, Squalo, Yema, Zannetti, but also Adriatica, Appella, Arilus, Atowak, Carzo & Lieutier, Exaequo, Ice Watch, Kendall, Lucile Beney, Roamer, Robot, RSW, Saint Honoré Paris, Solar Aqua, Swiss Military Hanowa, SYE, Watchpeople and suppliers such as GPF Straps, Eagle Eye Watch or Rapport London, will all eagerly await watch enthusiasts starting from April 10th. These exhibitors represent over ten nationalities, giving Time to Watches a clearly international scope.

For the first time this year, Time to Watches shuttles between Palexpo, Geneva Airport, Beau-Rivage Hotel, and HEAD - Geneva will allow you to save valuable time.

[How to get there](#)

"I look forward to welcoming brands, media, retailers, and watch enthusiasts next Wednesday. This third edition sets the bar even higher with 52 exhibiting Maisons, engaging debates, and plenty of shared experiences" stated Christian Wipfli, Founder and Director of Time to Watches.

[Download press release and pictures](#)

For any further information :

Françoise Bezzola

francoise@ideateams.ch

+41 79 520 82 90

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

Time to Watches 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.

Links

Website: www.timetowatches.com/

Photos: www.timetowatches.com/media/

Instagram: www.instagram/timetowatches.official/

LinkedIn: www.linkedin.com/company/time-to-watches/

Partners

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