

TIME TO WATCHES

EXHIBITION | EXPERIENCE | EVENTS

10 - 14 APRIL 2024 | HEAD — GENÈVE

Time to Watches 2024: the wrap-up

Geneva, April 16th, 2024. As the fever of the 'Wonderweek' fades away, it's time to look at the exceptional achievement of Time to Watches. Record attendance with even higher quality, an exciting program, and delighted exhibitors are the three pillars of the success of such a gathering.



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The 52 participating brands attracted over 7,000 visitors, marking a 20% growth compared to last year. Among them, 2,300 watchmaking professionals, including media representatives and retailers, came to discover the latest innovations from Maisons coming from 10 different countries. This brought an unparalleled international scope to the event. For the first time, 4 members of the Horological Academy of Independent Creators (AHCI) took part in the event, including Vincent Calabrese and Antoine Prezusio, two virtuosos whose excellence was recently rewarded by the Grand Prix d'Horlogerie de Genève. All these attendees were welcomed at the Geneva School of Art and Design, HEAD - Genève, a partner of the event since day one.

At the official opening, Christian Wipfli, Founder and Director of Time to Watches, had the honor of welcoming Nathalie Fontanet, State Councilor of Geneva, Yves Bugmann, the new President of the Federation of the Swiss Watch Industry, and Lada Umstätter, Director of the University of Art and Design (Head - Geneva). After this short official part, the opening evening kicked off the start of the festivities. Another memorable networking moment was a casual raclette among the stands, which attracted a full house of guests. The show

concluded with the Watch&Match day, an innovative concept that allowed 26 exhibitors to offer their watches directly to end consumers.



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Throughout the week, engaging discussions with industry experts about hot topics took place. What's up with women in watchmaking, yesterday, today, and tomorrow? Why is "no branding" so popular? Does AI affect watch photography? What are the design trends in the 2024 lineup of novelties? And among these trends, why are "Pilot" watches gaining momentum? How can we ensure that a strong design resonates with watch enthusiasts? What's the best strategy between retail, selective distribution, and online sales?



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Finally, the Lindex Prize rewarded the best watch collaborations in various categories, with a special mention for the "Oris ProPilot X Kermit Edition" watch, which impressed with its humorous touch and exceptional design.

"This third edition of Time to Watches delivered on all its promises. It has firmly established the event in the watchmaking calendar and confirmed HEAD – Genève as a new hub during Geneva's watch week. See you next year!" concluded Christian Wipfli.



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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.com/timetowatches.official/

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

2024 exhibiting brands : Antoine Prezioso (AHCI), Frank Jutzi (AHCI), Sinclair Harding (AHCI), Vincent Calabrese (AHCI), Carl Suchy & Söhne, Sinn, Behrens, Armand Nicolet, Ba111od, Beaubleu, Cimier, Elka Watch Co., Envision, Fears, Jean Marcel, Laco, Marathon, Milus, Paul Picot, Ralf Tech, Schaefer & Companions, Squale, Yema, Zannetti, but also Adriatica, Airain, Appella, Arilus, Atowak, Berney, Carzo & Lieutier, Done Watches, Eagle Eye Watches, Exaequo, Ice Watch, Kendall, Lebois & Co, Lucile Beney, Magellan, Roamer, Robot, RSW, Saint Honoré Paris, Schneider&Co., Solar Aqua, Swiss Military Hanowa, SYE, Watchpeople and suppliers such as GPF Straps ou Rapport London.

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