

# TIME TO WATCHES X COUTURE

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## **FOR IMMEDIATE RELEASE**

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### **Time to Watches & COUTURE Announce Mutually Beneficial Partnership** ***Time to Watches X COUTURE to Bring Curation*** ***of Luxury Timepieces to Las Vegas***

New York, NY & Geneva, Switzerland, October 27, 2025 – COUTURE and Time to Watches are pleased to announce that they have joined forces to bring a curation of luxury timepieces to Wynn Las Vegas, beginning with the 2026 event. Since 2022, Geneva-based Time to Watches has established a reputation among retailers, press and enthusiasts for showcasing the work of innovative timepiece brands in an exciting atmosphere that fosters meaningful engagement and discourse. Focusing on quality craftsmanship and ingenuity of design, Time to Watches represents both heritage brands and avant-garde talents that appeal to true connoisseurs of the craft.

*"Their passion for timepieces, coupled with their in-depth knowledge of the market, make Time to Watches the perfect partners for strategically growing this category within the COUTURE ecosystem,"* noted Gannon Brousseau, EVP, Emerald. *"Our retail partners are seeking the most creative, imaginative and unique points-of-view in the jewelry they present to their clients; the timepieces they opt to carry in their stores need to reflect this same vision."*

The Time to Watches team is aligned with COUTURE's mission of identifying brands that represent an elevated level of craftsmanship and design. The company has secured an exhibition space at Wynn Las Vegas, offering seamless access to all COUTURE attendees. Under the direction of the company's Managing Director, Christian Wipfli, supported by an impassioned team of watch industry professionals, Time to Watches plans to host a curated selection of watchmaking brands.

*"After many successful editions of Time to Watches in the world's watchmaking capital, it was natural to extend our event experience to the world's 'Number 1 Market' and offer brands a unique opportunity to unleash their business potential,"* enthused Christian Wipfli. *"The*

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*collaboration with COUTURE was an obvious choice, as this high-end event was a perfect fit with what Time to Watches has achieved in Geneva."*

In 2026, COUTURE enters a new chapter. While watches have always been part of the show, their presence will grow stronger than ever, marking a powerful reconnection between fine jewelry and haute horlogerie. This revival comes through a unique partnership with Time to Watches, bringing together a curation of independent and innovative watchmakers within the elegant setting of Wynn Las Vegas.

The partnership between COUTURE and Time to Watches establishes the formation of the most prestigious B2B event of high-end watches in the United States. By leveraging their combined relationships, expertise and industry experience, the collaboration will serve to facilitate new business and relationship-building opportunities among retailers, timepiece brands and press.

COUTURE 2026 is taking place at Wynn Las Vegas May 27 (6pm) to May 31. Registration for the event will be open in early 2026. To learn more about COUTURE and/or Time to Watches Las Vegas visit [www.TheCOUTUREShow.com](http://www.TheCOUTUREShow.com) and/or [www.timetowatches.com](http://www.timetowatches.com).

*To receive more information about the Time to Watches X COUTURE partnership, or to schedule an interview, please contact:*

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## About Time to Watches

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.

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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.

## **About COUTURE**

COUTURE is the world's most exceptional curation of designer fine jewelry and luxury timepieces. Held annually at the luxurious Wynn Las Vegas, COUTURE is the most exclusive and intimate destination for the designer fine jewelry and luxury timepiece market. Catering to an elite community of renowned heritage brands, emerging designer talent, the finest retailers and award-winning media from around the globe, COUTURE is the premier event where the jewelry industry gathers to connect, collaborate and conduct business.

Top-tier buyers from the world's most distinguished retailers including Bergdorf Goodman, Marissa Collections, TWIST, Reinhold Jewelers, Borsheims and Lux Bond and Green attend COUTURE each year. COUTURE is also a destination for a celebrated roster of luxury consumer and trade media outlets. Editors from magazines like Town & Country, Robb Report, Forbes, Vogue and New York Times attend to seek cutting-edge trends and innovative designs, while content creators and bloggers deliver up-to-the-minute editorial exposure throughout the duration of the event.