

TIME TO WATCHES

WHERE WATCHMAKING AND INNOVATION MEET

PRESS RELEASE

Geneva, 31 January 2022

News from *Time to Watches*, the new Geneva Watch Event, in partnership with *HEAD – Genève*, from 31 March to 3 April 2022.

***Time to Watches*, the new Geneva Watch Event of Spring 2022, is moving forward with purpose towards its first edition, in partnership with *HEAD – Genève* and with the support of *Watches and Wonders* which has confirmed its original schedule.**

In line with the Selection Committee's guidelines, the Brand perimeter is steadily expanding to include around 30 brands, including *Corum, Sinn, MeisterSinger, Louis Erard, Reservoir, Chronoswiss, Raketa, L'Epée 1839, L.Leroy, Mauron Musy, Pierre DeRoche, Schwarz Etienne, Perrelet* and *Pequignet*.

As a cornerstone of the *Time to Watches* Brand Identity, a programme of conferences and round tables is being set up to animate the four days of the Event, in short and interactive formats, around five cross-cutting themes: art, fashion, finance, the future and the circular economy. *HEAD – Genève* will be associated with these themes, particularly in the context of the day dedicated to blockchain technology, a day open to a public of enthusiasts.

Finally, *Time to Watches* is pleased to announce the participation of the *Grand Prix d'Horlogerie de Genève (GPHG)* in its programme of conferences and round tables, with the objective of sharing this high added value content.

Time to Watches brings together quality, independent and creative brands, from Switzerland and beyond, at the heart of the Spring 2022 Geneva watch industry event. *Time to Watches* is created and organised by Marc Angebault, expert in content marketing, and Christian Wipfli, founder and CEO of Poseidon & Co, event designer.

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