

De : Time to Watches <media@timetowatches.com>  
Objet : [PR] Time to Watches - The new Geneva watch industry event opens its doors.  
Texte d'aperçu : GENEVA, SWITZERLAND - Independent, mechanical and creative watch brands from Switzerland and beyond are at the heart of the new w

# TIME TO WATCHES

WHERE WATCHMAKING AND INNOVATION MEET

## PRESS RELEASE

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### **Time to Watches - The new Geneva watch industry event opens its doors.**

**GENEVA, SWITZERLAND - Independent, mechanical and creative watch brands from Switzerland and beyond are at the heart of the new watchmaking event - Time to Watches ([www.timetowatches.com](http://www.timetowatches.com)) - which opens its doors at HEAD – Genève, University of Art and Design, on Thursday March 31 and continues until Sunday April 3, 2022.**

Organized at the heart of the Geneva watchmaking week of March-April 2022, Time to Watches has set itself four missions: to bring together exhibiting watch brands, to set up a cultural programme focused on the major challenges of the industry, to shine a spotlight on talented young watchmakers and finally, to offer a secure and relaxed environment conducive to exchanges and encounters.

Two dedicated spaces have been created within Time to Watches: Time to TALK to host the cultural programme and Time to the FUTURE, to showcase nine young watchmaker brands.

*“2022 marks a new focus and impetus for the watchmaking industry as we return to in person events and the chance to meet and speak directly with creators. Time to Watches aims to be a forum for showcasing the latest innovation and creativity as well as hosting vibrant discussion and debate on the topics shaping the industry today,”* explain Marc Angebault and Christian Wipfli, co-Directors of Time to Watches.

The 35 exhibiting brands: *Corum, Sinn Spezialuhren, Louis Erard, RESERVOIR, Chronoswiss, Junghans, L'Épée 1839, Charles Girardier, Pierre DeRoche, Frédéric Jouvenot, Cuervo y Sobrinos, Nivada Grenchen, Peguignet, Perrelet, L.Leroy, Century, Armand Nicolet, BRM Chronographes, Vulcain, Anonimo, Auguste Reymond, Milus, Mauron Musy, Behrens, Doppelgänger, Chevalley Le Bris, ID Genève, Oligo, Klokers, Tonino Lamborghini, XRby, Initium, WOLF, SwissKubik, Scatola del Tempo.*

The young brands showcased in Time to The FUTURE. *Bernies, KAURI, Khemea, Lundis bleus, Narbel & Co, Rogé Bastide, Skill Watches, Timenest et Vanessa Lecci Atelier.*

*Time to Watches is a new watchmaking event that will take place from 31 March to 3 April on the campus of HEAD – Genève, our main partner, in addition to Watches and Wonders which supports our initiative. Designed for quality, independent and*

*creative brands, Time to Watches is created and organized by Marc Angebault, content marketing expert and Christian Wipfli, founder and CEO of Poseidon & Co, event designer.*

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