**See you at the Geneva Watch Days 2022!**

**August 29th to September 1st**

**After two very successful editions, the multi-brand watch show is back for the 3rd consecutive year, with the same spirit and the support from the State and the City of Geneva and its founding watch brands.**

Open, engaging and inclusive: Geneva Watch Days pushes the horizons of a trade fair far beyond the usual stands and expo concepts to resonate within the global community in new and refreshing ways. Through its innovative format and unique spirit, Geneva Watch Days has not only proved itself as a beacon in the watch universe, but is now, more than ever, in tune with today – a global and decentralized event, self-managed and open to the public.

Held around the same time as last year, Geneva Watch Days 2022 will take place from August 29th to September 1st: The perfect platform to engage or renew interactions, to share experiences and moments of conviviality, to browse and network has been going from strength to strength since its inception in 2020. Daytime exhibitions, talks and watchmaking presentations are open to the general public, whilst evening special events will allow participating brands to celebrate the fair with their guests.

The 2022 edition brings together under one roof over 20 brands that made the show in 2021 and those that joined this year. Famed and fabled *Maisons* and independents, each representing the state-of-the Art in watchmaking in all its facets, will be unveiling new products in their own bespoke setting – from exclusive suites in the finest hotels to *Manufactures* and boutiques in Geneva, the hub and heartbeat of the Swiss watchmaking industry.

The Pavilion, the collective area installed in the heart of Geneva, by the landmark *Jet d’Eau* fountain, will again be the show’s rallying point. The event is both physical and digital, enabling those from countries with public health-related travel restrictions to explore the show and discover the latest releases in real time, as if they were there. Geneva Watch Days aims once again to resonate globally in scope and reach.

Geneva Watch Days, a not-for-profit organization, is the collective brainchild of passionate brands that include Bulgari, Breitling, De Bethune, Gerald Genta, H. Moser & Cie, MB&F, Ulysse Nardin and Urwerk. Several additional *Maisons* have already officially joined the event as Associate Members: Arnold & Son, De Bethune, Doxa, Frédérique Constant, Atelier de Monaco, Alpina, Charles Girardier, Greubel Forsey, Maurice Lacroix, Oris, Phillips in association with Bacs and Russo, and Reuge. Bianchet, Czapek, and Louis Erard have joined as Regular Members. Geneva Watch Days naturally welcomes brands wishing to be part of this initiative. As in the previous years, Geneva Watch Days 2022 will be taking place under the patronage of the State and the City of Geneva.

***For further information:***

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