



29 August–2 September 2023

ROTONDE DU MONT-BLANC

THE GRAND PRIX D’HORLOGERIE DE GENEVE AND THE FONDATION DE LA HAUTE HORLOGERIE TO PARTICIPATE IN THE GENEVA WATCH DAYS PROGRAM

Almost 40 watch brands will officially present their latest releases by the banks of Lake Geneva as part of the Geneva Watch Days, which are being held for the fourth time. For the first time, this autumn’s watchmaking event will welcome the two heavyweights of the watchmaking world as part of its schedule: the Grand Prix d’Horlogerie de Genève (GPHG) and the Fondation de la Haute Horlogerie (FHH).

To mark the official opening of the Salon, the GPHG will announce the 90 watches selected by the Academy – made of 840 members- to compete in the 15 categories of the 2023 Grand Prix. The jury of experts and the academy will then have to select the recipient of 20 awards, including the coveted Aiguille d’Or, from among these lucky winners. The top watches in the various categories will be revealed on November 9 during the Official Grand Prix Ceremony.

The “What Time is it” photo exhibition organized by the FHH under the auspices of its Watches and Culture department will run until September 10, allowing visitors to the Salon to discover the work of Karine Bauzin at the Pont de la Machine no 1. By showcasing some 80 images taken during her travels around the world, the Swiss artist sheds light on a unique, universal convention that transcends differences, be they cultural, economic or religious – that of telling the time.

On Saturday September 2, the Fondation de la Haute Horlogerie will also organize a brunch for the general public at the Rotonde du Mont Blanc pavilion. Everyone will get to join in a festive occasion revolving around a time-related theme and these handmade wonders that enable us to count it.

In this way, Geneva Watch Days is reaffirming its mission – to celebrate refined watchmaking, both with the professionals working in the industry and with the general public.

Geneva Watch Days 2023: it’s on!

ABOUT THE GENEVA WATCH DAYS

The Geneva Watch Days are an industry salon founded in 2020 by eight prestigious watch brands: Breitling, Bulgari, De Bethune, Girard-Perregaux, H. Moser & Cie, MB&F, Ulysse Nardin, and Urwerk. The event is based on a modern and unconventional philosophy that emphasizes cooperation while avoiding complexity. It is a self-managed organization that is light, flexible, and agile, providing a common space to showcase the latest in watchmaking, while giving participating brands the

opportunity to host decentralized activities. Held in partnership with the Canton and the City of Geneva, the show caters to retailers and media, while being completely open to the public.

*The 2023 event brings together the following brands: **Angelus, Armin Strom, Arnold & Son, Artime, Bausele, Bianchet, Breitling, Bulgari, Byrne, Konstantin Chaykin, Claude Meylan, Corum, Czapek & Cie, De Bethune, Doxa, Frédérique Constant Group, Girard-Perregaux, Greubel Forsey, Hautlence, HYT, Jacob and Co., Krayon, Laurent Ferrier, Louis Erard, Massena LAB, Maurice Lacroix, MB&F, H. Moser & Cie., Oris, Perrelet, Phillips in Association with Bacs & Russo, Raketa, RESERVOIR, Ressence, Singer, Trilobe, Ulysse Nardin and Urwerk.***

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