



**August 29 – September 2, 2023**

ROTONDE DU MONT-BLANC

**THE ESSENTIAL END-OF-SUMMER WATCH EVENT IS ALMOST HERE**

**Nearly 40 watch brands will present their novelties on the shores of Lake Geneva.**

Get ready for the ultimate watch event as Geneva Watch Days 2023 takes its place on the watch calendar with a fourth unforgettable installment from August 29 to September 2. This year's exhibition will be the biggest yet, with nearly 40 watch brands showcasing their latest releases at the Rotonde du Mont-Blanc pavilion on Lake Geneva, as well as at boutiques and venues throughout the city.

This year's exhibiting brands include **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 and Russo, Raketa, Reservoir, Ressence, Singer, Trilobe, Ulysse Nardin and Urwerk.**

Geneva Watch Days started in 2020 as a modern watch salon designed to give companies of all sizes—from newcomers to venerable Maisons—a collaborative platform in which to showcase their work side by side. For media and retailers, it's a true window on what's happening across all of watchmaking today. For the public, it's a rare opportunity to experience the industry like an insider. Geneva Watch Days has established a reputation for being a friendly, engaging, and inclusive event with a unique spirit and festive atmosphere.

The official inauguration, in partnership with the Canton and City of Geneva, will kick off the festivities Tuesday, August 29. Then, from Wednesday, August 30, the pavilion will open to the public daily until Saturday, September 2, where visitors can discover the participating brands' latest novelties, all arranged by theme. Free guided tours are available every afternoon for anyone interested in gaining additional insight into the world of fine watches. These tours will begin at the pavilion and travel to various brands' boutiques and showrooms, where guests will receive a warm welcome. On Saturday, September 2, the salon opens its doors to the public with free admission, educational activities, and celebrations.

Whether you're a member of the press, retail partner, client, influencer, informed collector, or simply curious, don't miss the chance to take in 40 prestigious brands in one city and hear from the players who make watchmaking headlines. Official registration opens on Monday, June 5.

Geneva Watch Days 2023 is set to take over the city once again—save the dates!

### **About Geneva Watch Days**

Geneva Watch Days is an industry salon founded in September 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 an independent and collaborative organization that is self-managed, 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.

### **Contacts**

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