



SEPTEMBER 4-7 2025



## Geneva Watch Days

Thursday, September 4, to Sunday, September 7, 2025

### The 6<sup>th</sup> Edition Promises a Festival Feel!

Geneva, 26 June 2025 – **Media accreditations are now open!** *Click [here](#) to register and request your access wristband.*

The freshest, most easygoing event on the watchmaking calendar sails into its sixth edition with record participation: 66 brands will gather over four days in Geneva, joined by a growing number of supporting partners, as part of a refreshed and expanded program designed to connect clients, professionals, and the public. This year, more than ever, the event embraces openness, dialogue, and shared discovery.

**A reimagined program, paced like a radio schedule — designed to better engage clients, the public, and the industry**

For its sixth edition, Geneva Watch Days reaches a new milestone with a reimagined program inspired by the flow of a radio or TV schedule — where each day opens, unfolds, and winds down through a rhythm of curated segments and clearly defined formats. With content designed to be accessible and activities open to all, this structured and immersive approach has drawn in a wide array of media partners — each ready to capture and share the festival's unique energy in their own way.

Jean-Christophe Babin, CEO de Bulgari and President of Geneva Watch Days, shares: *"It's about creating conversations, sparking curiosity, and sharing both expertise and passion. That's the spirit behind our program: open, vibrant, and alive — like a festival. More than ever, watchmaking needs to stay front of mind with the public. If we remain visible, accessible, and engaging, we help keep the market strong. That calls for events rich in content, discovery, and storytelling. And it means taking care of our clients by bringing them fully — and enthusiastically — into everything we do."*

### **Morning Debates: The Watchmaking Industry Through a Wider Lens**

Each day begins at 8:30 a.m. with a Power Breakfast — an informal roundtable bringing together leaders from the watch industry and other sectors such as pharma, finance, and tourism. The goal: to break out of the traditional industry bubble and explore shared challenges — from Gen Z engagement to sustainability and customer experience. Moderated each morning by a duo of facilitators, the session features three mixed-topic panels. All participants, CEOs included, can expect to take away actionable ideas, practical leads, and valuable new connections. Open to all with registration.

### **Daily Trend Briefing with the Fondation de la Haute Horlogerie (FHH)**

At 10:30 a.m., Emmanuel Schneider, Content Director at the *Fondation de la Haute Horlogerie*, shares his take on the day's standout trends and new releases. Held as a 30-minute moderated discussion, these open-to-all sessions offer a refreshing break — a chance to reflect, gain perspective, and follow watchmaking news in real time.

### **Thematic Lunches – Open to All**

Held daily at 12:00 p.m., thematic lunches broaden the conversation around key institutions such as the Fondation de la Haute Horlogerie, the Grand Prix d'Horlogerie de Genève, the Dominique Renaud Foundation, and World Watch Day. These relaxed gatherings are open to all, with registration.

### **Glass Box: Where the Conversation Happens**

Every day at 2:00 p.m., the Glass Box hosts a lively program of brand moments — press conferences, round table discussions, and immersive presentations. It's also the platform for the symposiums co-organized with *Revolution*, which have become, over the years, one of the most anticipated features of Geneva Watch Days. Moderated by Wei Koh and infused with his signature energy, these open-to-all sessions spark expert perspectives and spirited debate, offering sharp insights into the key challenges and driving forces shaping contemporary watchmaking. For all those who are curious and passionate about watchmaking.

On September 4 and 5, from 4:00 to 7:00 p.m., *Radio Lac* will broadcast live from its on-site studio at the event. Interviews, panel discussions, music, and surprise moments will bring the festival to life on the airwaves in real time.

On September 7, from 11:00 to 12:00 p.m., *The Watch Library* Foundation presents an interactive game hosted by Robin Swithinbank: the "Time Guesser." The concept? Experts and audience members will try to guess the launch dates of iconic watches from horological history.

### **The First-Ever Calibership Challenge**

On Thursday, September 4 at 3:00 p.m., Geneva Watch Days will launch the world's first-ever timing adjustment competition — a unique horological marathon held throughout the week at the Culture Club. Open to two categories — Professionals and Amateurs — the contest runs all week, with students from the Geneva Watchmaking School coaching amateur participants free of charge. Kicking off the initiative supported by COSC and Sellita (who will be providing the watch movements): GWD President Jean-Christophe Babin — who will also be the very first contestant.

### **Saturday, 6 September: A Brunch, A Quiz & An Auction!**

11 a.m.: the traditional FHH Brunch sponsored by the Fondation de la Haute Horlogerie, paired with a fun and inclusive watchmaking quiz. Open to the public.

6 p.m.: the Charity Auction held by *Phillips in Association with Bacs & Russo* to benefit the Pierre Amstutz Fund.

Participating brands are donating rare prizes – not found in catalogues or boutiques – to support students from the Geneva Watchmaking School (*Ecole d'Horlogerie de Genève*) facing financial hardship. By providing support to these students, we are all investing in the future of watchmaking. By invitation.

This year, the auction will conclude with a gala evening organized in partnership with Areas\*, opening the event to new circles in Geneva – including banks, institutions, and private clubs – at the Pavilion.

### **Guided Tours of the “Prouesses” Exhibition**

Every day, from 1:30 p.m. to 6:00 p.m. at the Pavilion, guides from the Fondation de la Haute Horlogerie will welcome the public for a guided tour of the watch exhibition titled “*Prouesses*” (translated as *Prowesses*). More than 160 timepieces — including this year’s latest releases and iconic models — will be on display, showcasing outstanding examples of technical, aesthetic, and design prowess in contemporary watchmaking.

### **Engaged Media Partners for Comprehensive, Vibrant, International Coverage**

On-site and online, media coverage promises to be both extensive and dynamic. Long-standing partners *GMT* and *WorldTempus* return once again, joined by *Revolution* (co-organizer of the symposiums), *Europa Star*, the *JSH (Journal Suisse d'Horlogerie)* and *WatchPro*, who will take turns covering the event in a coordinated daily handover. Local daily *Le Temps* will invite its readers to sign up for the Power Breakfasts, while *Hantang Culture* will relay the event to audiences in China. *The Real Time Show* will record live podcast sessions, and *Frank Sans C* will air a special feature starting in July. Two new additions will further enhance the event’s local and audiovisual presence: *Radio Lac*, which will set up a live studio in the Glass Box, and Swiss television channel *Carac TV*.

### **A New Press Room to Work, Meet and Recharge**

Centrally located in the Pavilion, the new press room offers accredited journalists a comfortable and well-equipped space to work throughout the week. With fast Wi-Fi, smart storage, and quiet areas for meetings and interviews, everything is in place for a smooth experience. And with that — media accreditation is now officially open!

### **A Record-Breaking Fleet of 66 Brands Comes Together in 2025**

*Geneva Watch Days 2025* gathers 66 brands — a record number that captures the depth, diversity, and daring of contemporary horology. From historic *Maisons* to the boldest independents, from icons to emerging voices, all share a common vision: to keep watchmaking open, inventive, and firmly focused on the future:

*Akhor, Alpina, Alto, Amida, Artisans de Genève, Ba111od, Beauregard, Beda’a, Behrens, Bianchet, Bimbu, Breitling, Bremont, Bvlgari, Cédric Johner, Claude Meylan, Czapek & Cie, David Candaux, De Bethune, Dennison, Doxa, Egeiro, Emmanuel Bouchet, Favre Leuba, Fears, Frédéric Jouvenot, Frédérique Constant, Furlan Marri, Genus, Gerald Charles, Greubel Forsey, H. Moser & Cie., Hautlence, Jacob & Co., Konstantin Chaykin, Krayon, L’Epée, L. Leroy, La Fabrique du Temps Louis Vuitton, Laurent Ferrier, Lederer, Linde Werdelin, Louis Erard, Louis Moinet, Massena Lab, Maurice Lacroix, Mauron Musy, MB&F, Micromilspec, Ming, Oris, Perrelet, Phillips in association with Bacs & Russo, Raketa, Renaud Tixier, Singer Reimagined, Speake Marin, Squalo, Stollenwurm, Tag Heuer, Trilobe, Tutima, Ulysse Nardin, Unimatic, Urwerk, and Zenith — all set to enrich this new collective crossing through the world of watchmaking.*

### ***Geneva Watch Days: A Gathering Sparked by a Collective Vision***

*Launched in 2020 by eight pioneering brands — Breitling, Bulgari, De Bethune, Girard-Perregaux, H. Moser & Cie., MB&F, Ulysse Nardin, and Urwerk — Geneva Watch Days now sails under its own flag, supported by the Canton and City of Geneva, the Fondation de la Haute Horlogerie (FHH), Geneva Tourism, the Geneva Chamber of Commerce, Industry and Services (CCIG), the Grand Prix d'Horlogerie de Genève (GPHG), and GMT as historical media partner.*

*\*Official partner: Areas SA, a Swiss service provider specializing in the optimization and active management of insurance portfolios for companies, as well as for their employees and executives.*

#### **Geneva Watch Days:**

Catherine Eberlé-Devaux

[catherine.eberle-devaux@bulgari.com](mailto:catherine.eberle-devaux@bulgari.com)

#### **International Press Relations:**

289 Consulting

[marine.lemonnier@289consulting.com](mailto:marine.lemonnier@289consulting.com)

T +41 79 389 67 62

[ines.bogic@289consulting.com](mailto:ines.bogic@289consulting.com)

T +41 76 361 00 11

[eva.polat@289consulting.com](mailto:eva.polat@289consulting.com)