



SEPTEMBER 4-7 2025



Geneva Watch Days

6th Edition: September 4 – 7, 2025

Catching the wind, building momentum

Geneva, May 27, 2025 – The most refreshingly informal event on the watchmaking calendar returns from Thursday, September 4 to Sunday, September 7, 2025, charting a bold course for its sixth edition with fresh ideas, **record participation**, and an even richer, more engaging program.

Following a 2024 edition that welcomed over 13,800 visitors, 600 media representatives, and 250 retailers from around the world, Geneva Watch Days is preparing to hoist its sails even higher – and affirming its status as **the defining summer rendezvous for the watch industry**.

A fleet of 66 brands at the start line for GWD 2025

The 2025 edition of Geneva Watch Days brings together a record 66 participating brands, showcasing the richness, diversity, and creative boldness of contemporary watchmaking. From historic Maisons to today's most inventive independents, from established names to rising stars, all share a common vision: that of a **vibrant, open industry firmly focused on the future**.

Akhor, Alpina, Alto, Amida, Artisans de Genève, Ba111od, Beauregard, Beda'a, Behrens, Bianchet, Bimbu, Breitling, Bremont, Bvlgari, Claude Meylan, Corum, 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 are set to enrich this new collective journey in watchmaking.

Catching the wind and the vibe: fresh experiences and a reimagined agenda for deeper engagement

Radio Lac & Carac TV on deck

Two new Swiss media partners, **Radio Lac** and **Carac TV**, are joining the event and opening up their programming to the world of watchmaking. Throughout the week, they'll feature short segments, interviews, and live reports broadcast directly from their on-site GlassBox studio – a beacon at the heart of the GWD village to generate local interest and build visibility across Geneva and beyond.

Calibership: the ultimate regulation challenge

It's the "Top Chef" of watch regulation! This year marks the debut of **Calibership**—the first-ever competition dedicated to the art of fine adjustment. Forty aspiring regulators, coached by students from the **Geneva Watchmaking School**, will put their precision to the test on **Sellita** movements before facing final scrutiny from **COSC**. Who will cross the finish line with official certification? **Registration is now open !**

A Pavilion designed as a lakeside stopover

Building on the success of the *By the sea, by the lake* concept, the central Pavilion **returns with a larger footprint** and an even more summery spirit. This year's **refreshed design** features an overhead **canopy of sails**, striped **deck chairs**, and nautical accents to enhance its elegant yet laid-back **lakeside** atmosphere. At the heart of this reimagined space, **nearly 150 exceptional timepieces** will be showcased in an **open-access exhibition**—offering professionals, collectors, and the general public a moment of horological escape as welcoming as it is inspiring.

Digital navigation & bespoke hospitality

To better support the brands, streamline visitor journeys, and simplify registration, the new **Geneva Watch Days website** takes a new tack with a redesigned, more intuitive interface. The goal? To serve more effectively as a lookout point—helping participants chart their ideal course between GWD activities and showroom visits. **On-site, the visitor welcome has also been reimagined. In a dedicated wing of the Pavilion, the Culture Club will host ongoing programming developed in collaboration with key partners: the FHH, GPHG, Geneva Watchmaking School, Horological Society of New York, Horopedia, and The Watch Library. Designed as a finely tuned experience, the program will be more selective, more personalized, and ensure a meaningful stopover for every visitor.**

Jean-Christophe Babin, CEO of Bulgari Group and President of Geneva Watch Days, shares: *"Open up! Dare! Innovate! That's what Geneva Watch Days is all about: creating a moment that's spontaneous, relaxed, and free of pretense — one that resonates with the media, with retailers, and above all, with those who matter most to us: our clients. As the spokesperson for the founding brands of 2020 — and for all those who have since helped keep the heartbeat of the event going — I'm proud to see it reach a new milestone while staying true to its unique energy and unfiltered voice. Even in a fully digital age, nothing replaces human connection — the encounters, the conversations, the direct exchange — whether within the industry or with the public. And looking ahead, we'll continue to throw the doors wide open to anyone who shares this spirit: those who create, who challenge, and who move things forward."*

2025: Building purposeful momentum...

With Phillips, an auction that invests in tomorrow's talent

In a watch industry first, the charitable auction organized by Geneva Watch Days and Phillips in Association with Bacs & Russo has raised over CHF 200,000 since its launch in 2023. The proceeds established the Pierre Amstutz Fund, named in honor of the former director of the Geneva Watchmaking School. This concrete initiative — born of a sense of purpose shared across the industry — supports students and apprentices facing financial hardship by giving them the means to pursue their training and realize their dream of becoming watchmakers. Through this powerful gesture, the watchmaking community reminds us that excellence isn't just something to celebrate — it's something to pass on, protect, and help shape for the future. That's the true spirit of Geneva Watch Days!.

Geneva Watch Days : Born of a shared 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 operates independently, supported by the State and City of Geneva, the Fondation de la Haute Horlogerie (FHH), Geneva Tourism, the Chambre de commerce, d'industrie and services (CCIG), and the Grand Prix d'Horlogerie de Genève (GPHG).

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