

EVENTS/CAUSES

Watchmakers to debut latest pieces for US horologists on Madison Avenue

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Jaeger-LeCoultre Reverso timepieces

By STAFF REPORTS

Thirteen of the world's premiere watch retailers and brands will gather on New York's Madison Avenue for the sixth annual Madison Avenue Watch Week April 13-20.

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Madison Avenue is considered the epicenter of haute horlogerie for the United States, giving watchmakers who participate a platform to display their latest and greatest timepieces. With SIHH and Baselworld recently wrapping, watch enthusiasts will still have newly released timepieces top of mind, especially if they were unable to attend the fairs in person.

Watchmaker takeover

Each year since 2010, the watchmakers and jewelers that line Madison Avenue open their doors to visitors. During Madison Avenue Watch Week, consumers and collectors alike can become immersed in the artistry and craftsmanship involved in the creation of fine timepieces, many on view for the first time in the U.S. ([see story](#)).

During the weeklong immersion into the art of watchmaking, brands such as A. Lange & Shne, Asprey, Chopard, de Grisogono, Diesel, F.P. Journe, FreyWille, Panerai and Vacheron Constantin will participate.

Since the event is open to the public, consumers unfamiliar with fine watchmaking will have the opportunity to learn as passersby. For collectors and brand enthusiasts, Madison Avenue Watch Week presents further opportunities for face time with favored watchmakers.

The event takes place during business hours in watch and jewelry stores located between 57th Street and 86th Street on Madison Avenue.

MADISON AVENUE WATCH WEEK

APRIL 13–20

PRESENTED BY THE WALL STREET JOURNAL

Promotional image for Madison Avenue Watch Week 2016

For this year's event many of the pieces on view will be making their debut in North America. For example, Fabergé has taken two timepieces straight from Baselworld to Madison Avenue Watch Week. These include the Grand Prix Winning Lady Complique Peacock and the men's Visionnaire Flying Tourbillon.

Likewise Chopard will display a special collection of high-end watches sent over from Geneva. Similarly, Asprey, de Grisogono and Montblanc will launch new pieces during Madison Avenue Watch Week.

During the event, Hublot will host a cocktail reception with author and editor Aaron Sigmond. The event will be a celebration of his latest book, "Drive Time: Watches Inspired by Automobiles, Motorcycles and Racing."

Additional branded events include a series of watchmaking classes with Jaeger-LeCoultre and a Collector's Dinner hosted by A. Lange & Söhne. There will also be a 2016 Novelty Exhibition with beer and pretzels.

The yearly event is presented by the Madison Avenue Business Improvement District (BID), sponsored by The Wall Street Journal and supported by the Horological Society of New York.

For event details, a map and additional information regarding Madison Avenue Watch Week, please click [here](#).

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