

JEWELRY

## WatchTime New York ups experiential sessions for 2016 watchmakers fair

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*Attendees at WatchTime Magazine's WatchTime New York 2015*

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By STAFF REPORTS

Watchmakers such as Omega and Breguet are set to gather in New York Oct. 14-15, giving horology enthusiasts an opportunity to mingle with favored watch brands on a one-to-one basis.

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The industry's leading brands will be in New York to attend WatchTime New York, the annual consumer event of WatchTime Magazine, a media brand dedicated to watch collectors and enthusiasts. The watch industry has a devout following, and in-person events ripe with experiential programming heighten consumer interest and may spur high-ticketed purchases.

Watch what happens

WatchTime New York 2016 will be held at Gotham Hall near Herald Square.

More than 20 international watchmakers as well as up-and-coming brands will be in attendance. During the two-day event, watchmakers including Vacheron Constantin, Jaeger-LeCoultre and others will display their newest and most fascinating timepieces to watch lovers.

Many of the watches on view will be shown for the first time in the United States at WatchTime New York, making the event a must-attend for horologists. Consumers will have the opportunity to try on watches of interest and get to know fellow collectors, industry experts and brand representatives.



*A. Lange & Shne at the 2015 WatchTime New York event*

WatchTime New York begins with a VIP cocktail party on Oct. 14 with the events programming beginning on Oct. 15. Sessions include seminar talks on vintage collecting, hand-made mechanical watches and the history and evolution of dive watches, to name a few.

The event's organizer, WatchTime Magazine, expects the 2016 edition to be larger than its first event due to an expanded line-up of more than 20 watchmakers. Estimates based on 2015's event place attendance at approximately 1,000 guests ([see story](#)).

Expected to attend are international watch collectors, timepiece enthusiasts, members of the press and social media influencers such as Anish Bhatt, founder of the Watch Anish watch blog and prolific Instagrammer.

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