

JEWELRY

Madison Avenue's annual Watch Week returns this May

April 21, 2017



Madison Avenue Watch Week will offer exhibitions and private VIP sales

By DANNY PARISI

At this year's annual Madison Avenue Watch Week, top watch designers and manufactures from around the world will show off new designs to collectors and enthusiasts at galleries all along the New York high street.

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Organized by the Madison Avenue Business Improvement District (BID), the May 8-13 event is a treat for watch connoisseurs who will be able to get a first look at watch designs from top brands revealed this year. Consumers can participate in public events held throughout the week as well as schedule individual meetings with specific brands.

"Madison Avenue Watch Week gives the public special 'face time' with expert watchmakers for in depth information on the design elements and complexities of the world's most modern and magnificent timepieces," said Amy Rosi, spokesperson for [Madison Avenue BID](#), New York. "Watch collectors are invited to get a first look at masterpieces that debuted in Baselworld, The World Watch and Jewelry Show."

Watch Week

This year's big watch shows, such as the Salon International de la Haute Horlogerie and the 2017 Baselworld World Watch and Jewelry Show, brought the world some of the most striking and appealing new watch designs.

Now, United States-based watch lovers will be able to get their first up close look at many of these designs at Madison Avenue's Watch Week.

This May marks the seventh annual Watch Week for Madison Avenue, making the event an entrenched part of the New York luxury scene for high-end watch consumers.



Asprey's Entheus R2

The event is currently schedule to start on Monday, May 8 and continue until Saturday, May 13.

Watch Week this year includes a host of participating watch brands, including A. Lange & Shne, Asprey, Chopard, David Yurman, De Beers, F.P. Journe, Hublot, Jaeger-LeCoultre, Montblanc, Panerai and Vacheron Constantin.

The watchmakers will display their latest designs for consumers to come in and examine, as well as buy.

As always, the event will host watchmakers and designers from various brands to discuss watches, the design or manufacturing processes, technology and the history of watches. Some of these events will see the debuts of highly anticipated designs, such as Asprey's new Entheus R2 watch.

Additionally, consumers can schedule private VIP sales appointments with the brands to take home some of those designs as soon as they see them.

Private sales

Madison Avenue has been stepping up its game when it comes to luxury events this year, with one major happenings already under its belt and a second just days away.

The first was its Lunar New Year celebration in January.

The Madison Avenue BID banded its stores together to share exclusive red envelope deals in congruence with the Chinese Lunar New Year to celebrate the holiday ([see story](#)).



Art from Madison Avenue Gallery Walk

Next, it will host the Madison Avenue Gallery Walk, attracting art lovers and collectors to an evening of art appreciation and purchasing.

The yearly event sees a number of galleries along Madison Avenue open their doors to the public for a day of gallery exhibits, talks, tours and art purchases. Discerning shoppers will likely be able to purchase art as well as appreciate the art on display regardless of whether they purchase any or not ([see story](#)).

Madison Avenue Watch Week is continuing the trend of bringing in high-profile brands and making their exhibits open to the public while also encouraging private VIP sales to luxury consumers.

"It is the 7th anniversary of Watch Week – so it is a celebration," Ms. Rosi said. "There are 13 premiere watch boutiques with special exhibits and programming during the week.

"The ladies will find a greater assortment of watches this year. The public can join in these special events, such as a Master Class at Jaeger-LeCoultre or bring their kids to a Children's Watchmaking Workshop at Vacheron Constantin."

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