

JEWELRY

FHH brings Watches & Wonders concept to Miami Design District

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The Palm Court in Miami Design District will host the WWM gala. Image credit: Miami Design District

By STAFF REPORTS

The Fondation de la Haute Horlogerie is bringing 21 of the world's best watchmakers to Miami for a four-day weekend showcase in February.

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Dubbed "Watches & Wonders Miami," the watch fair will take place President's Day Weekend, Feb. 16-19, in the city's Design District, an area chock full of luxury boutiques and fine dining. The Fondation de la Haute Horlogerie (FHH) selected the holiday weekend to launch the first Watches & Wonders Miami event as it coincides with the Miami Design District Concours and the 30th annual Miami Yacht Show, two events known for attracting an affluent crowd.

"The Miami Design District is recognized around the world as a destination for art, culture and luxury," said Fabienne Lupo, chairwoman and managing director of the FHH, in a statement.

"Thus, it is the perfect partner to help us create a truly world class watch and jewelry experience where we can not only give enthusiasts a first look at the newest products, but also offer them dynamic exhibitions and learning opportunities, as well as interaction with the industry's leading authorities," she said.

The FHH also organizes a Hong Kong edition of [Watches & Wonders](#).

Welcome to Miami

Watches & Wonders Miami (WWM) will be the first haute horology-dedicated event in the city.

Participants include 21 of the world's leading luxury timepiece manufacturers, including: A. Lange & Sohne, Audemars Piguet, Bulgari, Cartier, Hermes, Hublot, IWC, Jaeger-LeCoultre, Louis Vuitton, Panerai, Piaget, Tag Heuer, Vacheron Constantin and Van Cleef and Arpels, among others.

During WWM, each watchmaker will unveil their newest timepieces for the first time in the United States market. Displays will be held in watchmakers' boutiques, while six timepiece brands will set up temporary pop-up shops for the duration of WWM.

WWM programming begins with an evening held in Paradise Plaza Feb. 16 featuring the Miami Design District

Performance Series, presented by the Knight-Foundation and produced by Emilio Estefan. A cocktail gala will follow at the Palm Court.

Throughout the weekend, watch enthusiasts can attend the "Telling Time" exhibition comprised of nine films, creative installations and virtual reality experiences. Telling Time is designed to bring the world of watchmaking to new heights.

Watch publication Hodinkee will be on-site covering WWM and will host a get-together.

Also, WWM includes a line-up of educational workshops for all levels of watch enthusiasts as well as children's programming.



Promotional image for the inaugural FHH's Watches & Wonders Miami. Image credit: FHH

"Watches & Wonders Miami will be an extraordinary event bringing together the very best brands dedicated to luxury timepieces and jewelry," said Craig Robins, CEO of Dacra Development and developer of the Miami Design District, in a statement.

"The creativity and debut of new styles will make this a must-attend event for collectors and enthusiasts alike," he said. "It's also the first time many of these brands will be debuting new styles in the U.S. so this is a big moment.

"We are thrilled to host this event in the Miami Design District and play a role in making the U.S. debut a reality."

Also in Miami on President's Day Weekend is the Miami Design District Concours and the 30th annual Miami Yacht Show.

The Concours displays more than 100 of the most significant post-war vintage, sports, exotic and supercar by the likes of Ferrari, Lamborghini, Porsche, Aston Martin, Bentley and Rolls-Royce.

Held on Collins Avenue, nearby the Design District, the yacht show features the world's most extraordinary and unique yachts from custom boat builders and brokers.

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