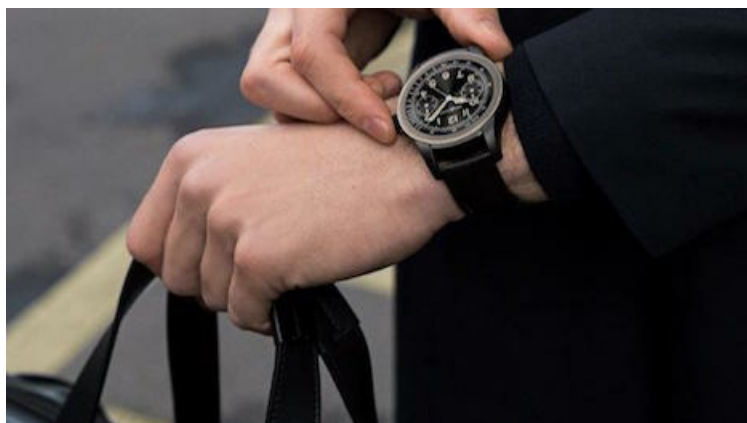


JEWELRY

Madison Avenue Watch Week kicks off with brands from across the globe

May 11, 2018



Montblanc is of many brands that will be in attendance. Image credit: Montblanc

By STAFF REPORTS

This year's Madison Avenue Watch Week includes some of the biggest names in luxury watches from across the world.

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As part of the Madison Avenue Business Improvement District's, or Madison Avenue BID, annual week celebrating the finest watches from around the world, brands from Hublot to Chopard will be in attendance showcasing their products. This year's Watch Week begins on Monday May 14 and goes until Saturday May 19.

Watch Week

Beginning next week, Madison Avenue will be host to some of the biggest names in luxury watches.

Brands such as A. Lange & Sohne, Apple, Chopard, David Yurman, De Beers, F.P. Journe, Hublot, Jaeger-LeCoultre, Montblanc, Officine Panerai and Vacheron Constantin will be in attendance.

Each brand will show off some of its premier products, which visitors will be able to examine, compare and purchase at the event.

Visitors can also attend discussions with watch designers, view demonstrations presented by artisans and explore exhibitions focused on the history of watchmaking.

Some brands will be hosting their own unique experiences, such as a wine soiree and talk with author Matt Hranek about watch collecting hosted by Vacheron Constantin.



Brands from around the world will show off their premier watches. Image credit: Vacheron Constantin

Watch week comes just a few weeks after Madison Avenue BID was host to another gathering of appreciators of high-end products. A street name synonymous with luxury shopping, Madison Avenue fortified its high-end status by reinvesting in its relationship with the art industry.

For second year in a row, Madison Avenue hosted its Gallery Walk on April 28. The event celebrated the local galleries on the famous stretch in New York and adjacent side streets, while reinvigorating the avenue's highbrow status ([see story](#)).

Madison Avenue BID's Watch Week continues this trend of bringing in connoisseurs from around the world to appreciate the craft and care that go into the creation of luxury watches.

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