

WATCHES AND JEWELRY

SIHH rebrands amid push towards public inclusion

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SIHH has a new name. Image credit: Watches & Wonders Geneva

By STAFF REPORTS

Watch fair Salon International de la Haute Horlogerie is heralding its efforts to include consumers and an international audience with a name change.

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Starting with the edition in April 2020, the show will be called Watches & Wonders Geneva. In addition to its rebranding, the fair is shaking up its format through a new partnership with the city of Geneva.

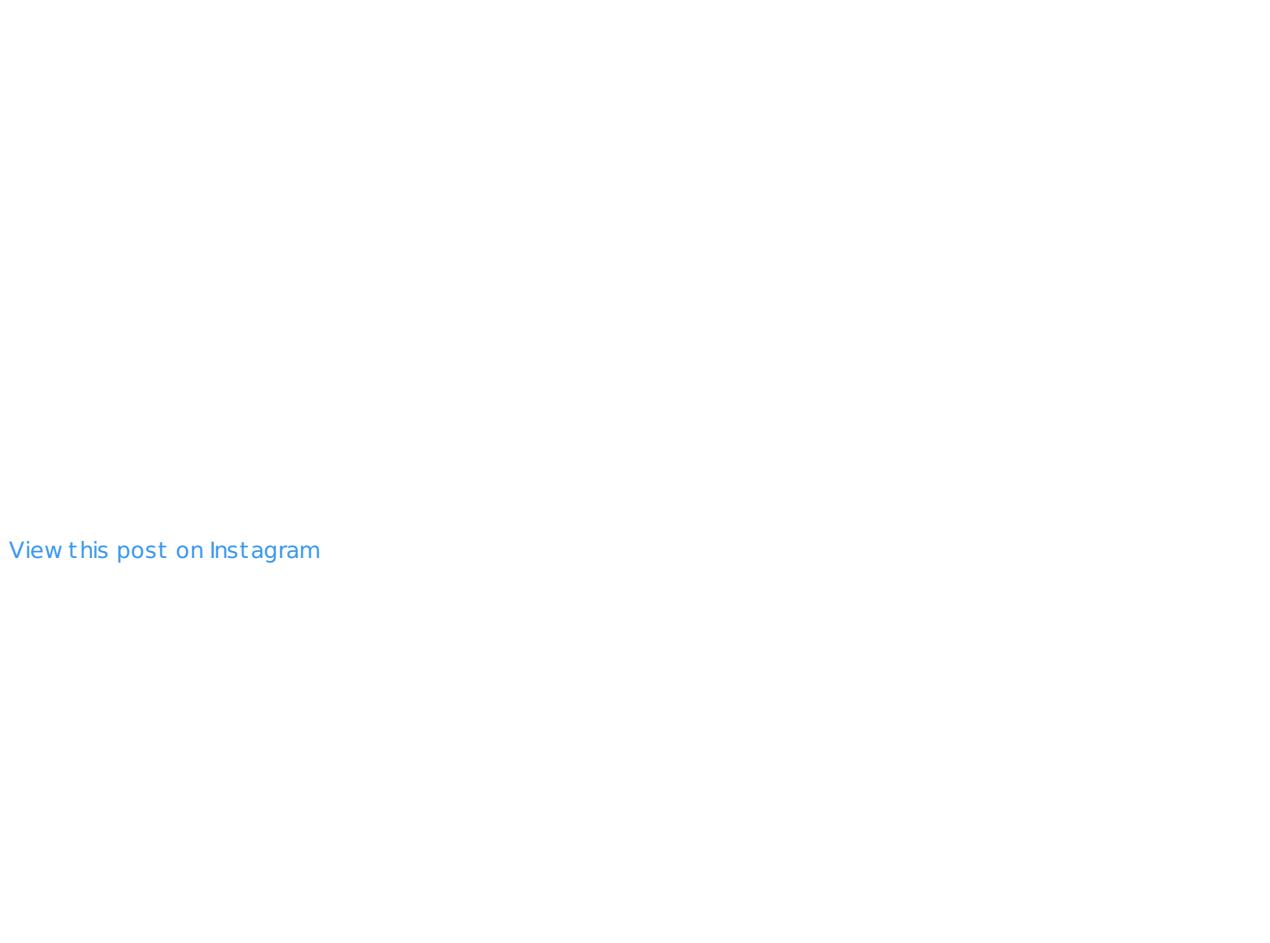
"Because it's about more than watches, we chose a name that conveys a sense of wonder, excellence, openness and discovery; a different way to experience watchmaking," said Fabienne Lupo, chairwoman and managing director of the Fondation de la Haute Horlogerie, in a statement. "Watches & Wonders becomes the focal point for the exceptional talent, creativity and infinite innovation of the world's leading watch and jewelry maisons."

New name

SIHH was founded in 1991. Compared to Baselworld, which offers ticketed entry for multiple days, SIHH has been focused more on the press, retailers and VIP guests, with only one day open for the public.

While the show will still hold a more exclusive Salon at Palexpo for professionals, it will also be launching more inclusive experiences.

Through a new "In the City" platform of events in the city center, Watches & Wonders Geneva will open its doors to the public. For instance, watchmakers might hold boutique presentations, while participants can also attend conferences, visit exhibitions and join walking tours.

A large, light gray rectangular area representing an Instagram post, with a thin vertical gray bar on the left side.

[View this post on Instagram](#)

Watches & Wonders is a name that conveys a sense of openness and discovery; a different way to experience watchmaking. #watchesandwonders #horology #watchmaking

A post shared by watchesandwonders (@watchesandwonders) on Oct 15, 2019 at 11:52pm PDT

Instagram post from Watches & Wonders Geneva

Within the Salon, Watches & Wonders will be focused on driving interactivity and originality. A Lab will showcase brands' and startups' most technologically advanced creations, while Live will hold talks, presentations and keynotes.

"Herms welcomes this ambition to open up the Salon," said Laurent Dordet, CEO of Herms Watches, in a statement. "It gives a wider audience the opportunity to discover our exceptional watchmaking savoir-faire both in Geneva and internationally."

The 2020 edition of Watches & Wonders Geneva will take place from April 25 to 29. The timing of the show is also a change from previous years.

Next year, Baselworld is moving from March to late April. Kicking off on April 30, the show will run until May 5.

The calendar change will place Baselworld and the Geneva-based Salon International de la Haute Horlogerie in the same month. SIHH is similarly shifting from January to April to consolidate the watch show timeline ([see story](#)).