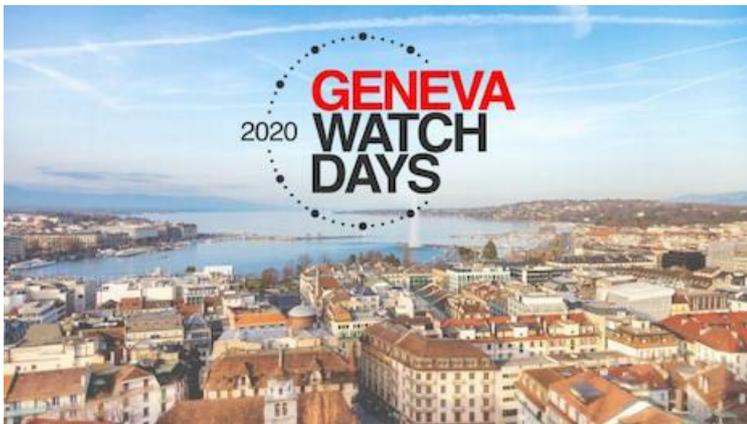


WATCHES AND JEWELRY

## Swiss watchmakers postpone Geneva Watch Days to August as they plan threat to Baselworld, Geneva Watches & Wonders shows

March 26, 2020



*Geneva Watch Days may shape up to be the biggest threat to Baselworld and Geneva Watches & Wonders, both shows cancelled this year because of the COVID-19 coronavirus outbreak worldwide. Image credit: Geneva Watch Days*

By LUXURY DAILY NEWS SERVICE

The Geneva Watch Days event planned by leading Swiss watchmakers after the cancellation of Baselworld and Watches & Wonders for this year has been pushed back to Aug. 26-29.

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The gathering was planned for late April, but that timeline seems unfeasible given the national lockdowns in France, Italy, United Kingdom and the United States as well as other markets as they combat the spread of the COVID-19 coronavirus.

"The postponement will allow not only to be safer, but eventually to have a bigger and more international event as with COVID now receding in countries such as China or Korea, we might eventually attract besides the European major players, also an important Asian clientele," said Jean-Christophe Babin, CEO of Rome-based Bulgari, in a statement.

Watch out

Bulgari, Breitling, Ulysse Nardin, Girard-Perregaux, Gerald Genta, Urwerk, H. Moser & Cie, De Bethune and MB&F support Geneva Watch Days. It is organized as a decentralized and self-managed multi-brand watch event

The event will be held across Geneva hotels and watch boutiques as originally planned.

Geneva Watch Days will be the only significant gathering of executives from the Swiss watch community this year with the loss of Baselworld ([see story](#)) and Watches & Wonders ([see story](#)), both draws for buyers, retailers, manufacturers, suppliers and fans.

The idea behind Geneva Watch Days is to introduce retailers and media key watchmaking initiatives on a "see now, buy now, resell now" basis.

"This will allow retailers to regain momentum during the last months of the year usually corresponding to a strong consumer demand peak," an official statement from Geneva Watch Days said.

Besides the founding brands, Geneva Watch Days expects 15 to 20 additional brands will join.

The four-day program will include appointments, multi-brand dinners with retailers and media, a GMT Magazine evening and exhibitions.

The **Web site** at <http://www.gva-watch-days.com> is under development for retailers and media to find information and register. The site is scheduled to be fully operational by end of April.

If all things turn out as planned, Geneva Watch Days could become a major threat to Baselworld and Geneva Watches & Wonders.

"We are already discussing with several of them [watchmakers] to make the Geneva Watch Days a full-fledged watchmaking fair fully supported by Geneva state authorities," the alliance said.

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