

WATCHES AND JEWELRY

## Swiss producer of Watches & Wonders fair to launch online content-and-commerce play

April 20, 2020



Swiss-based Fondation de la Haute Horlogerie's portal at [watchesandwonders.com](https://watchesandwonders.com) seeks to offer a one-stop-shop destination of Swiss watch industry news, content and retail access for participating brands, retailers, media and consumers. Image credit: Fondation de la Haute Horlogerie

By LUXURY DAILY NEWS SERVICE

Switzerland's Fondation de la Haute Horlogerie, producer of the Watches & Wonders show that was formerly known as SIHH, will later this week launch an online platform with content and commerce from 30 participating watchmakers.

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At launch April 25 the ambitious portal will seek to complement, if not replicate, online the Watches & Wonders physical trade fair experience for retailers, timepiece enthusiasts and media. If it lives up to its promise, it also is a major threat to the number of publications, blogs and hybrid retailers covering or selling Swiss watches.

"We are thrilled to be partnering with the finest watchmaking brands in the world to bring the Watches & Wonders concept to life online at a time when our industry needs it the most," said Fabienne Lupo, chairwoman and managing director of the Geneva-based Fondation de la Haute Horlogerie, in a statement.

"This dynamic new platform will allow watch lovers everywhere to discover exciting new products, engage in enriching experiences, and connect directly with our participating brands in one place," she said.

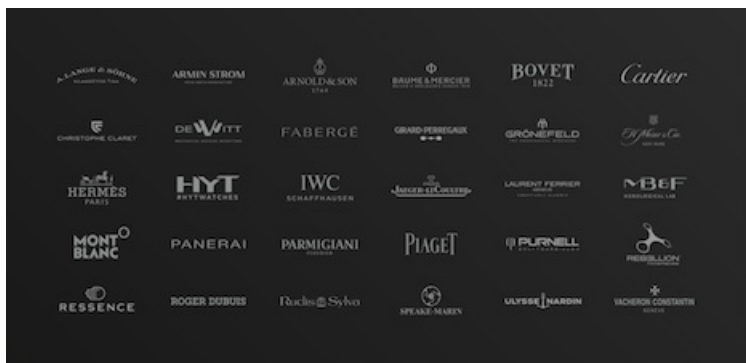
Watch out

FHH's portal debut comes soon after most Swiss watch made an acrimonious break from rival MCH Group's Baselworld show over refusal to refund fees over the canceled show the organizers claim they postponed it to next year. As a result, the watchmakers vowed to launch their own event to run alongside Watches & Wonders Geneva next year ([see story](#)).

The site at [watchesandwonders.com](https://watchesandwonders.com) will host the customizable content curated by FHH. It will include news of launches and educate visitors on the showcased brands.

Brands participating in this venture include Hermès, A. Lange & Shne, Montblanc, Armin Strom, HYT, Panerai, Roger

Dubuis, Fabergé, IWC Schaffhausen, Parmigiani, Baume & Mercier, Girard-Perregaux, Jaeger-LeCoultre, Piaget, Bovet, Ulysse Nardin, Cartier and Vacheron Constantin.



Swiss watch brands showcased on Watchesandwonders.com. Image credit: Fondation de la Haute Horlogerie

The first phase of the site will feature dedicated pages for each brand listing the newest watches for this year. Visitors will be able to view the latest social media content and connect directly to the brands' own sites and channels.

Opening day will see a series of new product launch presentations. Executives from participating brands will present their products via 10-minute streaming videos that will reside permanently on watchesandwonders.com.

Supporting content will include expert and educational commentary, as well as product analysis, trend forecasts, technological innovations, interviews with watch industry executives and explorations of design, artistry and craft. Content will be regularly refreshed and updated.

The next phase over the summer will include additional product launches as well as key ecommerce partnerships to complete and content-and-commerce loop for potential watch buyers.

The site will complement FHH's physical watch fair, now scheduled for April next in Geneva after this month's event was canceled over the COVID-19 ban on large gatherings in Switzerland.

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