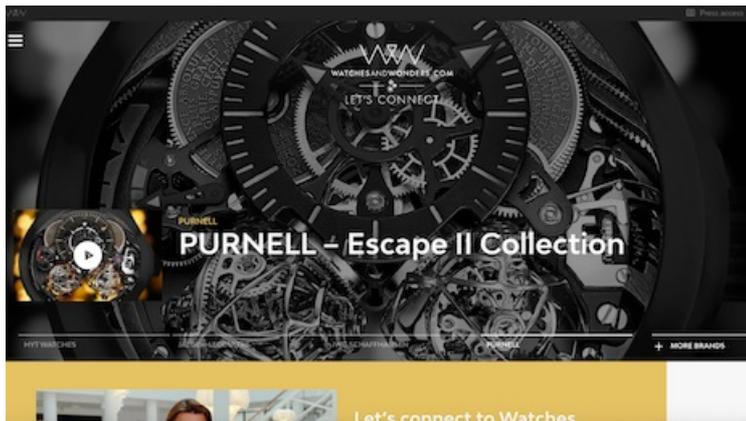


WATCHES AND JEWELRY

Watches & Wonders launches portal for industry professionals and enthusiasts

April 27, 2020



The Watches & Wonders site is designed as a content and commerce portal for industry professionals and timepiece enthusiasts. Image credit: Watches & Wonders

By LUXURY DAILY NEWS SERVICE

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

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The site at watchesandwonders.com is highly visual, with photographs and videos from participating watchmakers focused on news, information on a Swiss watch business under pressure from two trade fairs canceled this year because of the COVID-19 lockdown.

On offer on the site are latest releases, trends in design, expert analyses and content. It will deliver content on business trends, innovation, education and sustainable development for watch professionals and enthusiasts globally to share ideas and experiences.

Sections include new releases, brand announcements, imagery, connecting directly to participating brands' Web sites, videos with industry insiders, social media posts and access to the FHH Journal.

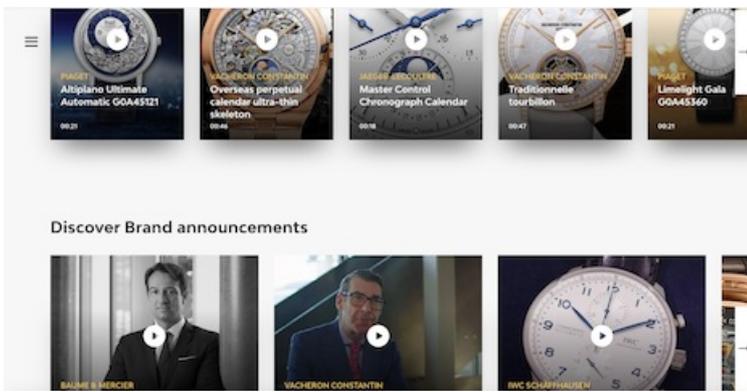
Dialed-up presence

FHH's portal debut comes soon after most Swiss watchmakers 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 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 Herms, A. Lange & Shne, Montblanc, Armin Strom, HYT, Panerai, Roger Dubuis, Faberg, IWC Schaffhausen, Parmigiani, Baume & Mercier, Girard-Perregaux, Jaeger-LeCoultre, Piaget, Bovet, Ulysse Nardin, Cartier and Vacheron Constantin.

Content will be regularly refreshed and updated.



Homepage of Watches & Wonders' newly launched site. Image credit: Watches & Wonders

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.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.