

WATCHES AND JEWELRY

Parmigiani Fleurier, Arnold & Son join Watches & Wonders online portal as traffic picks up

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Swiss-based Fondation de la Haute Horlogerie's portal at 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

Three weeks after Watches & Wonders launched its upgraded Web site, Swiss watchmakers Parmigiani Fleurier and Arnold & Son joined the online portal to showcase their latest models.

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Since Switzerland's Fondation de la Haute Horlogerie, producer of the Watches & Wonders show that was formerly known as SIHH, launched an online platform with content and commerce, 17 out of 30 participating watchmakers have so far presented and launched their products online.

Site to see

The watchesandwonders.com site seems to have gained traction with its audience of watch brand executives, buyers, media, retailers, collectors and general public.

FIHH claims 55,000 unique visitors since the site's April 25 debut, with 87,000 sessions and 85.7 million reaches across 180 countries.

The site 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.



Parmigiani Toric Slate Tourbillon. Parmigiani Fleurier

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 Hermès, A. Lange & Söhne, 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.

Content will be regularly refreshed and updated.



Arnold & Son Time Pyramid Tourbillon. Image credit: Arnold & Son

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.

We are proud to have joined the Watches & Wonders digital platform where you can now discover our latest releases, including the new Toric Tourbillon Slate. Discover more:

<https://t.co/CS4LeBMXfP#ParmigianiFleurier#aCelebrationOfTime#Toric#watchesandwonders@watcheswonders> pic.twitter.com/TjdIVukb5n

Parmigiani Fleurier (@parmigianiwatch) [May 14, 2020](#)