

WATCHES AND JEWELRY

## Bulgari and co. delight in Geneva Watch Days' physical return

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*Bulgari stand at the Geneva Watch Days event Aug. 26-29. Image courtesy of Bulgari*

By LUXURY DAILY NEWS SERVICE

While most event organizers are still cagey about hosting live events aside from a smattering of well-distanced fashion shows, 17 watchmakers hosted Geneva Watch Days last week with confidence in their initiative.

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The event, hosted Aug. 26-29, featured new watch models showcased at the participating brands' showrooms and partner stores and hotels across Geneva.

Watch out

While Baselworld and Watches & Wonders Geneva from Fondation de la Haute Horlogerie were forced to cancel their spring events due to COVID-19 restrictions, Geneva Watch Days went head, making it the watches and jewelry sector's only trade event in Switzerland this year.

Not only that, the official pavilion on the Rotonde du Mont-Blanc was open to the public for a firsthand look at the new creations of the participating brands.

The entire event complied with health measures enacted by the state and city of Geneva.



*Bulgari salon at Geneva Watch Days Aug. 26-29. Image courtesy of Bulgari, copyright Gabriel de la Chapelle*

Of all the brands participating, perhaps Bulgari was most exuberant in its embrace of Geneva Watch Days, highlighting new models at its showroom in the Ritz-Carlton Hotel de la Paix.

The LVMH-owned brand introduced its Octo Finissimo collection including the Octo Finissimo Tourbillon Chronograph Skeleton Automatic.

The watch boasts an ultra-thin case and ultra-sophisticated tourbillon with its new iteration of the Bulgari Aluminum.



*Bulgari Aluminum. Image courtesy of Bulgari, Gabriel de la Chapelle*

Bulgari also debuted the new Arena Bi-Retro by Gerald Genta, whose eponymous brand was bought in 2000 by the maison.

Geneva Watch Days was originally scheduled for April this year, but Swiss restrictions over gatherings as the COVID-19 pandemic spread forced its postponement ([see story](#)).

The event's hosting last week attracted Breitling, Ulysse Nardin, Girard-Perregaux, Gerald Genta, Urwerk, H. Moser & Cie, De Bethune and MB&F, along with Bulgari, among others.

"Geneva Watch Days 2020 was a bold venture in an environment that remains more uncertain than ever," LVMH said in a statement.

"The organizers masterfully navigated the myriad challenges to hold an event that will be regarded as an industry landmark and a strong signal of optimism."

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