

WATCHES AND JEWELRY

LVMH presents 2021 Watch Week with eye on innovation

January 26, 2021



LVMH Watch Week runs from Jan. 25 through Jan. 29. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French fashion conglomerate LVMH has kicked off its second annual Watch Week, following the success of its inaugural event in Dubai last year.

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

In an effort to continue driving innovation, LVMH watchmaking brands Bulgari, Hublot and Zenith will showcase new offerings and distinctive philosophies through Jan. 29. The week-long digital event launched on Jan. 25 with an introduction from Bulgari CEO Jean-Christophe Babin, Hublot CEO Ricardo Guadalupe and Zenith CEO Julien Tornare, who shared their brands' strategies and new exclusive timepieces.

"Once again we have decided to join forces in order to showcase the strength, innovation and watchmaking skills of [LVMH's] watchmaking brands," said Stéphane Bianchi, CEO of [LVMH watch and jewelry division](#), in a statement. "LVMH Watch Week has proved to be an important get together for our industry in order to meet with all our partners at the beginning of the year and we are very thankful to them for joining us".

Watch week

For this year's event, LVMH's watchmaking brands are combining the convenience of digital meetings using state-of-the-art tools with the hands-on experience of one-to-one physical presentations in 15 countries, offering attendees a seamless, informative and interactive experience to discover the brands' latest releases.

In one year, LVMH Watch Week has become a crucial event for watchmaking industry professionals alongside the traditional watch shows held each year in Switzerland.



Zenith Chronomaster Revival A386 Manufacture Edition. Image credit: Zenith

Bulgari is spotlighting women's watches, including three new versions of the Serpenti Spiga and their undulating bracelets.

Hublot is taking the opportunity to launch a series of novelties showcasing its philosophy of always being "First, Unique, and Different," notably with the new Big Bang Tourbillon Automatic Orange Sapphire.

Zenith is featuring the Chronomaster Sport with a reimagined version of the El Primero calibre.

High-end mechanical watches should drive the recovery of the Swiss watch industry as they were less affected by the repercussions of the pandemic than lower-priced watches. Looking ahead over the coming months, China and the rest of Asia is seen as a growth region.

However, for watches in particular, industry watchers argue that in 2021 there will be more of a need for brands to have the right price points. As the economy has recovered from periods of recessions, brands have raised prices and phased out lower price points ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.