

WATCHES AND JEWELRY

Richemont garners excitement for Watches & Wonders Geneva

March 28, 2022



Watches and Wonders opens Wednesday, March 30. Image credit: Jaeger-LeCoultre

By LUXURY DAILY NEWS SERVICE

Luxury fashion conglomerate Richemont is counting down the days until the 2022 Watches & Wonders event in Geneva, which opens on March 30.

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This year, 38 luxury watchmaking and jewelry houses will showcase their latest innovations and product designs to retailers, journalists and guests in a creative hybrid physical-digital space. This is the first in-person event Watches & Wonders has held since the pandemic.

"We are extremely happy to have succeeded in setting up this major fine watchmaking event in a difficult health and human context," said Emmanuel Perrin, president of the Fondation de la Haute Horlogerie, in a statement.

"For the first in-person event under its new name, Watches & Wonders Geneva inaugurates the largest watchmaking salon ever organized in Geneva," he said. "We should see it as a symbol of a new era, inviting us to look serenely to the future."

Watches & Wonders

The program has been redesigned to provide guests with a unique and memorable experience in an entirely new space allowing for more interactive opportunities.

As audiences still teeter between in-person and digital events, Watches & Wonders has curated a hybrid physical and digital event with a varied assortment of formats.

The Touch and Feel sessions will encourage contact with the products, while studios and booths equipped with Visiodome will enable brands to present their new timepieces and jewelry collections remotely.

For those unable to attend the event in Geneva, a digital environment has been set up so that audiences may follow along with the activities of the expo on the watchesandwonders.com platform and its YouTube channel.

Participating brands include Cartier, Chanel, Chopard, Hermès, Hublot, IWC Schaffhausen, Jaeger-LeCoultre, Montblanc, Patek Philippe, Piaget, Rolex, Tag Heuer, Ulysse Nardin, Vacheron Constantin, Van Cleef & Arpels and

Zenith.

Last year's event in Geneva was held entirely virtually, followed by in-person programming in Shanghai, reflecting the ways consumers and brands have faced more than a year of adapting and innovating as a result of the COVID-19 pandemic. The event organizers highlighted the opportunities for exchanges, networking and interactive features from brands for maximum enjoyment ([see story](#)).

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