

JEWELRY

Richemont announces Watches and Wonders schedule

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Watches and Wonders is looking to strengthen its presence in Asia. Image credit: Cartier

By LUXURY DAILY NEWS SERVICE

Swiss luxury group Richemont has announced the Watches and Wonders schedule for the end of 2022, as well as the provisional dates for Watches and Wonder Geneva 2023.

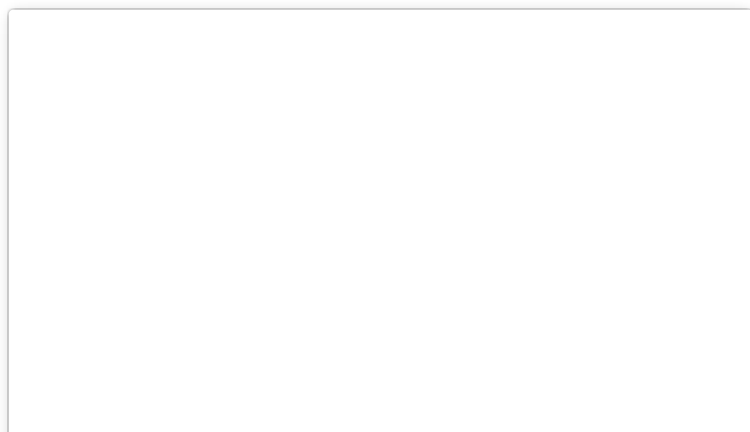
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The exhibition is looking to strengthen its presence in China, where it will take up residence from October to December 2022 with key events in Hainan and Shanghai. Then, Watches and Wonders will return to Geneva from March 27-April 2, 2023.

Mark the calendars

The first of these events will be an extended show running simultaneously on Hainan Island sites Haikou and Sanya, from October to December 2022. The two events have been brought together under the banner of Watches and Wonders Hainan, named after the province of which Haikou is the principal city.

In Haikou, Watches and Wonders will open a new complex in September with organizing partner China Tourism Group. Over a period of several weeks, a 5,381-square-foot venue will be hosting workshops, labs, talks and special presentations for fanatics, collectors and the general public.



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A post shared by watchesandwonders (@watchesandwonde...

Brands may stage exclusive events in their boutiques and organize pop-up stands designed specifically for the occasion.

In Sanya, Watches and Wonders will take residence in the CDF Mall where a range of educational and immersive experiences will be staged. The entire watchmaking journey will also be featured across social media platforms.

Finally, Watches and Wonders will go to Shanghai from Nov. 23-27, 2022, where it will take residence at the West Bund Art Center. Extending over two levels, the open-format venue will showcase watchmaking's new releases for the year, along with a number of special Watches and Wonders Shanghai exclusives.

The Watches and Wonders event in Geneva earlier this year focused heavily on sustainability.

The event, held from March 30 to April 5 with additional online offerings, included almost 40 fine watchmaking and jewelry brands, such as Chanel, Gucci, IWC Schaffhausen, Tag Heuer and Zenith among others. Thoughtful and sustainable materials were woven throughout this year's offerings, as jewelers and watchmakers were more actively engaging contemporary consumers ([see story](#)).

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