

WATCHES AND JEWELRY

Rolex, Richemont, Patek Phillippe launch Swiss watchmaking foundation

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By LUXURY DAILY NEWS SERVICE

Three major Swiss watch brands have teamed up to create the Watches and Wonders Geneva Foundation, a nonprofit organization that will promote watchmaking excellence around the world.

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Following the popularity of the first Watches and Wonders convention in Geneva, Switzerland, earlier this year, the **new foundation** will continue to organize similar events.

Good timing

The inaugural Watches and Wonders convention took place in Geneva, in March and April, drawing 22,000 visitors from the press, retailers and guests of participating maisons.

A total of 38 brands participated, showcasing innovations, launching new offerings and having panel discussions and keynotes about various trending topics in the industry.

After the event, Rolex, Richemont and Patek Phillippe were inspired to create an organization, the Watches and Wonders Foundation, with a mission to spread the word about Swiss watchmaking.

The foundation, based in Geneva, will organize similar in-person and digital watchmaking exhibitions in both Switzerland and around the world.

Mathieu Humair, CEO of the Fondation de la Haute Horlogerie, will also serve as CEO of the foundation. It will be managed by a board, and representatives from various Swiss watchmakers will make up the Exhibiting Committee that will organize events.

The 2023 edition of Watches and Wonders will take place from March 27 through April 2 in Geneva, with 49 brands committed to participating.

The watchmakers will open the doors to the public for the weekend next year, giving amateurs and collectors the chance to see what their favorite brands are up to as the event becomes more audience-friendly.