

WATCHES AND JEWELRY

Watches and Wonders targets affluent Chinese collectors with new exhibition on Hainan island

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Thirteen watchmakers will exhibit at the Watches and Wonders Hainan event, first at cdf Mall in Sanya and then at the cdf Mall in Haikou. Image credit: Watches and Wonders, Richemont

By LUXURY DAILY NEWS SERVICE

In a bid to raise awareness for high-end watches among affluent Chinese consumers, Watches and Wonders will set up an exhibition for three months on China's Hainan island, later traveling to Haikou.

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Thirteen watchmakers will exhibit at the Watches and Wonders Hainan event, first at cdf Mall in Sanya and then at the cdf Mall in Haikou. This traveling exhibition will take visitors on a journey through watchmaking, allowing for a new appreciation of the art.

The thirteen maisons participating are Cartier, A. Lange & Shne, Montblanc, Baume & Mercier, Panerai, Girard-Perregaux, IWC Schaffhausen, Hermès, Ulysse Nardin, Jaeger-LeCoultre, Roger Dubuis, Piaget and Vacheron Constantin.

Visitors will have the chance to explore the process and exhibit, as well as be introduced to the newest collections.

The event will take place Dec. 2 through Feb. 28. The three months of the immersive experience will also include a high point of the Chinese New Year Festivities on Jan. 22.

Now is the time

China is a key market of growth for Swiss, German and French watchmakers. This exhibition aims to catch the eye of collectors and affluent Chinese consumers seeking rare and unique timepieces.

The format and length of the event is set to create a complete and immersive view of the watchmaking process and industry.

Visitors will be able to learn from the participating watchmakers about watchmaking designs through education and workshops, the history of the field and the complications artisans face.

These watch brands will release their new collections at the two locations, allowing the public access to the crafted

pieces.

The new cdf mall in Haikou will stage the main event, combining a boutique experience from the maisons and a cultural exhibit. This will be hosted in an exclusive space, allowing for total immersion.

Each brand also plans to present individual events, showcasing new timepieces.

The Richemont portfolio has it all spelled out.

Baume & Mercier, for example, centers its exhibit around sustainable watchmaking, developing a seed vending machine, which will celebrate the concept of harvest along with its Riviera watches.

A. Lange & Shne will offer a retrospective of its history as seen through the prism of its new Grand Lange 1.

IWC will concentrate on photo opps, with four corners where visitors can pose with the new Portofino collection.

Cartier has opted for an animation table designed to give visitors a deep dive into its Coussin, Pasha and Panthre creations.

Lastly, Montblanc will invite its guests to express themselves with an Ink Bar where they can write than post a card featuring the latest models of the 1858 collection.

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