

JEWELRY

## LVMH chooses Singapore for first live Watch Week since 2020 inaugural

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*LVMH's Watch Week will be in person this year. Image credit: LVMH*

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH is preparing to host its fourth **LVMH Watch Week** in a new global destination, for its time returning to an in-person format since Jan. 2020.

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LVMH Watch Week 2023 will take place from Jan. 10-12, 2023, and will feature new models from its watchmaking Maisons. Each year, the event is the first showcase within the watch sector this year's destination of choice is Singapore.

Watch full week

The yearly showcase highlights the current state and future of worldwide watchmaking, as well as features updates, innovations and new releases from watchmaker Maisons within LVMH.

This year, four Maisons will present.



*LVMH watchmaking Maisons will present innovations for this year at the event. Image credit: LVMH*

Bulgari, Tag Heuer, Hublot and Zenith will all be in attendance at this year's event. Brands will present new collections, giving attending journalists previews of what is in store for the year ahead.

Bulgari plans to highlight its originality within luxury, while Hublot will present its innovations, Zenith will present its industry knowledge and Tag Heuer will center its presentations on the brand's messaging and aesthetic. The specific new models and details will be announced by participating brands on Jan. 10.

All updates concerning specific events, showcases and new releases unveiled in Singapore will be communicated via social media. This event is a move back to in-person attendance, as last year's Watch Week was virtual ([see story](#)).

As the event grows in size and scale, naturally, so too does attention from peers.

Geneva Watches and Wonders is organized by the Fondation de la Haute Horlogerie (FHH), a Swiss-based governing body formed by Audemars Piguet, Girard-Perregaux and, last but not least, the Richemont Group.

The Richemont-run event predates LVMH's in its inception the spectacle began in 1991, with FHH's takeover in 2005 but is slated for a bit later in the year, from March 27-April 2, 2023 ([see story](#)).

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