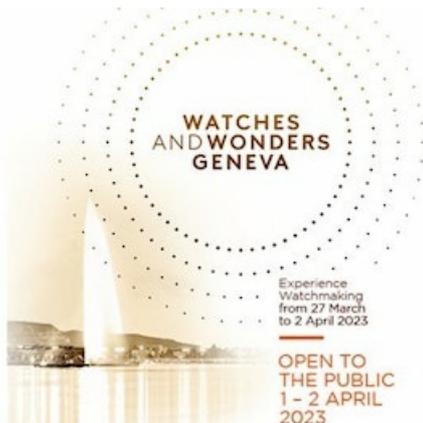


JEWELRY

Watches and Wonders Geneva opens Salon doors to public for first time

January 19, 2023



For the first time, the event will include the local streets of Geneva in its exhibit line-up. Image credit: Richemont

By LUXURY DAILY NEWS SERVICE

Swiss luxury group Richemont is announcing inaugural programming elements for its annual Watches and Wonders event.

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The Watches and Wonders Geneva 2023 trade show will take place at the organizing body's famed Salon exhibition space, as well as "in the City," with programming slated for execution in downtown Geneva. The event opens to VIPs starting March 27, before allowing the public access for the very first time on both April 1 and 2, 2023.

Watch-full week

Watches and Wonders Geneva offers enthusiasts the chance to explore nearly 50 luxury brands, placing new innovations in a watchmaking world on view via town squares, alleyways, eateries and exhibits.

Visitors can expect to hear from industry professionals, whose contributions offer the chance to delve deeper into trends, the metaverse's role in the industry, value assessment, watch circularity, industry NFTs and historic watch collecting. From a programming perspective, about six discussion panels and talks are slated for each day.

These educational seminars will give visitors a view of the past traditions, present trends and future outlook of the craft.

This year, the first few days are strictly for business, set aside exclusively for members of the press, retailers and guests of the exhibiting Maisons. The event opens up to ticket-holding members of the public for the last two – attendance via the virtual Watches and Wonders platform is also an option.



The week will showcase the work of watchmakers, artists, and experts in the field. Image credit: Watches and Wonders Foundation

Watches and Wonders Geneva 2023 also introduces the LAB, an area dedicated to innovation and new technologies which will showcase projects from participating brands, lending an eye into the future.

The event will also extend into the city of Geneva, inviting local watchmakers situated within Switzerland's Rue du Rhne and the Rues Basses districts to present timepieces and collections as well, in a move that further integrates the city into event dialogue, infusing the visitor experience with authentic senses of the Swiss watchmaking spirit.



Geneva will serve as both the backdrop and the muse this year, offering visitors a close-up view of its watchmaking culture. Image credit: Luxury Society

On March 30, 2023, attendees can opt to venture out into Geneva for a celebration in Rues Basses. From 5 to 9 p.m. local time, entertainment, concerts and famed artists will fill the district. The evening will also offer visitors a chance to attend the "Geneva and Watchmaking" talks, hosted at the Pont de la Machine venue.

Watch enthusiasts can purchase their tickets on the [Watches and Wonders platform](#), starting Feb. 1.

While this year, art seems to dominate the event week's themes, last year's gathering centered on sustainability ([see story](#)).

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