

JEWELRY

Richemont reveals plans for Watches and Wonders Shanghai

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Come September 2023, the Group's top timekeeping maisons will touch down in Shanghai for a third edition of Watches and Wonders. Image credit: Watches and Wonders

By LUXURY DAILY NEWS SERVICE

Swiss luxury conglomerate **Richemont** is taking one of the industry's most popular live programs on the road.

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Come September 2023, the Group's top timekeeping maisons will touch down in Shanghai for a third edition of Watches and Wonders. In alignment with the decision to allow greater access to this year's gathering in Geneva, the traveling Salon will now open its doors to members of the community, marking a first for the region.

Watches and Wonders Shanghai

Following the series' master event ([see story](#)), Watches and Wonders invites China's timepiece enthusiasts to the West Bund Art Center to witness a redesigned Pavilion from Sept. 14 to Sept. 17, 2023.

On the agenda for this iteration are themed conferences, expert panels, workshops and presentations from experts at French jewelry maison Cartier, Swiss jeweler Piaget and Swiss watchmaker Roger Dubuis. Other participants include A. Lange & Shne, Arnold & Son, Baume & Mercier, Charriol, IWC Schaffhausen, Panerai, Piaget, Roger Dubuis, Speake-Marin, U-Boat, Ulysse Nardin and Vacheron Constantin.

In an era where 67 percent of Chinese HNWI's intend to spend more on watches ([see story](#)), the regional tie strikes as no coincidence.



*Those interested in attending can purchase tickets for Sept. 16 and 17, 2023, through the official Watches and Wonders WeChat mini-program.
Image credit: Richemont*

The immersive experience will involve an artistic display from Swiss photographer Karine Bauzin, whose "What time is it?" exhibition features a curated collection of ethnographic excerpts which sees the artist questioning society's relationship with time through a universal gesture, per Watches and Wonders Shanghai.

Retailers, media and brand VICs granted reservations will join Richemont's representatives for the first three days.

Early birds aside, those interested in attending can purchase tickets for Sept. 16 and 17, 2023 through the official Watches and Wonders WeChat mini-program. Going live in August of this year, passes will lend a level of access previously unforeseen by members of the public.

Priced accessible at 150 RMB, roughly \$20, widespread reach also appears to factor into the annual strategy, one that Watches and Wonders CEO Matthieu Humair has spoken to as of late ([see story](#)).

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